

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – July 10, 2013
3:00 pm – 5:00 pm**

Location: Hampton Inn

AGENDA

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

1. Hear from the Public

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

2. Board Action

- a) Approval of minutes from June 5, 2013
- b) TBID financial statements for May, 2013
- c) Transfer of TBID sponsorship of air service grant from LA to Phoenix service
- d) Approval of event grant request from the Montana Reined Cow Horse Futurity – Oct 2013

3. Board Discussion

- a) Follow up on TBID comp room allocation board action at June meeting
- b) Spartan Race Economic Impact Study
- c) Dragon Boat update
- d) High School Rodeo finals
- d) Consumer marketing updates
- e) M&C updates
- f) Chamber agri-business committee – Joe report

5:00 pm Meeting Adjourns

Enclosures: June 5, 2013 minutes
TBID financial statements for May 2013
STR Report
KCVB Reports
KDA Membership Information

For Further Information, Please Contact:

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

2013 TBID Board Meeting Schedule

January 9 July 10	February 13 August 7	March 6 October 2	April 3 November 6	May 1 December 4	June 12
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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.

Kalispell Tourism Business Improvement District
Board Attendance

2013

	Jan 9	Feb 13	Mar 6	Apr 3	May 1	Jun 5	Jul 10	Aug 7	Sep	Oct 2	Nov 6	Dec 4
Bissell, Gib	~	X	X	X	X	X						
Bowman, Angie	X	X	X	X	X	X						
Brown, Lisa	X	X	X	X	X	~						
Clark, Janet	X	X	X	X	X	X						
Fisher, Lori	~	~	~	~	~	X						
Moderie, Dan	~	X	~	~	X	X						
Walters, Chris	X	X	X	X	~	X						

~ = Absent

X = Present

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Kalispell Chamber of Commerce
June 5, 2013**

Minutes

Board Members Present: Janet Clark, Angie Bowman, Gib Bissell, Dan Moderie, Lori Fisher, Chris Walters

Board Members Absent: Lisa Brown

Staff Present: Diane Medler, Rob Brisendine

Guests Present: CJ Getty, Red Lion Hotel

Meeting was called to order by Lori Fisher, Vice-Chairman of the Board at 3:04 PM.

1. Hear from the public – none
2. Partners Creative presented the FY14 brand messaging, marketing campaign creative and website enhancements and updates.
3. Board Action
 - a. Approve Minutes from the May 1, 2013 Meeting:
Action: Motion was made by Janet Clark to approve the minutes. Motion seconded by Gib Bissell.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for May 2013:
Action: Motion was made by Angie Bowman to approve the financial statements. Motion seconded by Janet Clark. Discussion: none. Board approved unanimously.
 - c. TBID comp room allocation and rate for KCVB initiatives: Discussion: Rob presented a room form which outlined the comp room allocation based on room inventory and provided each property to determine a staff rate. Chris felt the TBID should consider that TBID funds be allocated to cover room nights needed for KCVB initiatives. Gib felt that he would rather have the TBID funds used for marketing than paying him for rooms, he is willing to donate his share. Janet stated that is we weren't bringing in events we wouldn't be that busy, each of us needs to help by providing rooms to support the initiative. Angie said that it is good to push out this information because some of the TBID hotels don't realize that others give comp rooms. If some hotels decline to participate then we can eliminate those rooms from the comp room inventory so it doesn't fall back on the other properties.
Action: Motion was made by Chris Walters to proceed with sending the letter and form to TBID hotels. Motion was seconded by Lori Fisher. Discussion: none. Board approved unanimously.
4. Board Discussion
 - a. Spartan Race: over 4,300 registrations, 3,500 completed the race, 420 dropped out during race, over 1200 spectators, 500 kids racers, 300 volunteers, 50 staff were on site at Race Day. TBID hotels reported 625 room nights generated by the event. An onsite survey was completed at the event. ITRR will record data and generate a report that will indicate the total economic impact to our area.

- b. Dragon Boat Festival: Over 85 teams registered to date. Soliciting additional out of market teams before closing registration. The group discussed the welcome reception. Since the teams will be setting up their tents on Friday it wasn't clear whether it would be best to have the Captains meeting/ welcome reception at the Lodge or back in Kalispell. The group agreed that we want to bring folks back into town so they visit our restaurants. Once the site of the Saturday night Bash is determined then the Friday event will be finalized.
- c. Consumer Marketing Updates: April online marketing report was included in the board packet. It showed a 366% increase in unique website visits over April 2012. Visits from Alberta increased 744%, British Columbia increased over 1,200% and we are seeing steady increases from Saskatchewan and Ontario. Report also showed a 59% page view increase and 85% increase in total clicks/interactions on the Kalispell Trip Advisor page. STR Report showed a 3.5% decrease in occupancy, 1% increase in ADR and 2.6% decrease in RevPAR for April.
- d. TBID 3rd quarter payment came in at \$80,902 and showed a 5% increase in room nights over previous year.

Meeting was adjourned at 5:00 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Lisa Brown, Board Chairman lisa.brown@redlion.com or 406-751-5064
 Diane Medler, CVB Director, dianem@kalispellchamber.com or 406-758-2808

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

January 9	February 13	March 6	April 3	May 1	June 5	July 10
	August 7	October 2	November 6	December 4		

Kalispell Tourism Business Improvement District
Summary of Expenditures
July 10, 2013

TBID General Funds – Expense Summary May 2013:

Admin:

Travel & Entertainment - \$334.95: Senator Tester Tourism Workshop, Bozeman; MTOT staff lodging for luncheon presentation; flowers for Donna Townley; misc mileage and entertainment.

Consumer Marketing – \$4,814.66: social media administration; Calgary Radio ad; deposit for Calgary Woman’s Show; airport stocking

Event Marketing - \$13,075.72: \$12,117.28 for Spartan - venue rental; out of market promotion; supplies; planning meetings; photography; newspaper ads

Group Marketing - \$1,289.68: Expenses for Meet West Anaheim

PR/Publicity – \$4,608.90: Pond Hockey release; writing and distributing pitches for M&C, Outside Bozeman Sunset, birding blogs; update press room

TBID Private Funds (Events) - Summary May 2013:

Dragon Boat:

Income - \$10,150: \$18,250 registrations, \$2,500 sponsorships

Expenses - \$4,994.14: Bookkeeping; Facebook ads; PR; registration to Seattle festival; insurance; trailer expenses

Spartan:

Income - \$12,141: Beer sales

Expenses - \$15,575.03: Calgary radio ads; pre-game event expenses; PR; traffic control; insurance; recycle pickup; water

(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		
	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13		
ASSETS														
Current Assets	\$ 67,332.61	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 187,349.16	\$ 152,624.57	\$ 132,963.02	\$ 192,216.88	\$ 142,037.59	\$ 135,904.48	\$ 179,327.83	\$ 440,293.50	\$ 465,300.00
TBID Quarterly Collections	\$ -	\$ 71,421.02	\$ -	\$ -	\$ 197,799.25	\$ -	\$ 90,171.23	\$ 15,099	\$ 15,87	\$ 13,21	\$ 11,42	\$ -	\$ 122,88	\$ -
Interest Income	\$ 5,40	\$ 71,273.63	\$ 8,63	\$ 4,32	\$ 9,18	\$ 17,93	\$ 14,00	\$ 16,09	\$ 15,87	\$ 13,21	\$ 11,42	\$ -	\$ 122,88	\$ -
Total Cash Receipts	\$ 5,40	\$ 71,273.63	\$ 8,63	\$ 4,32	\$ 9,18	\$ 17,93	\$ 14,00	\$ 16,09	\$ 15,87	\$ 13,21	\$ 11,42	\$ -	\$ 122,88	\$ -
Total Cash Available	\$ 67,338.01	\$ 108,437.95	\$ 97,580.56	\$ 78,681.89	\$ 214,008.65	\$ 187,367.09	\$ 152,638.57	\$ 223,149.34	\$ 192,231.75	\$ 142,050.80	\$ 216,817.90	\$ 179,327.83	\$ -	\$ -
LIABILITIES & EQUITY														
Staffing - Program Mgr & Sales Mgr	\$ 9,125.06	\$ 11,459.04	\$ 10,527.91	\$ 10,657.44	\$ 10,569.69	\$ 12,524.33	\$ 10,863.58	\$ 10,837.38	\$ 10,808.48	\$ 10,808.48	\$ 10,624.79	\$ 10,605.00	\$ 129,411.18	\$ 127,262.00
Bank Fees	\$ 4.87	\$ 3.95	\$ 4.50	\$ 8.15	\$ 5.00	\$ 2.85	\$ 3.00	\$ 3.34	\$ 3.72	\$ 3.32	\$ 2.50	\$ -	\$ -	\$ -
Rent	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 766.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 6,445.00	\$ 6,790.00
Telephone	\$ 171.68	\$ 305.85	\$ 237.37	\$ 160.34	\$ 193.61	\$ 155.33	\$ 185.13	\$ 262.79	\$ 295.36	\$ 216.06	\$ 321.69	\$ 300.00	\$ 2,805.21	\$ 3,500.00
Office Supplies	\$ 30.00	\$ 80.88	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ -	\$ -	\$ -	\$ -	\$ 20.98	\$ 100.00	\$ 351.86	\$ 1,100.00
Postage & Copies	\$ 326.26	\$ 207.62	\$ 85.30	\$ 202.93	\$ 66.05	\$ 201.44	\$ 118.97	\$ 191.34	\$ 308.47	\$ 481.75	\$ 254.95	\$ 200.00	\$ 2,645.98	\$ 2,400.00
Audit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Bookkeeping	\$ 148.75	\$ 148.75	\$ 148.75	\$ 175.00	\$ 201.25	\$ 148.75	\$ 271.25	\$ 131.25	\$ 113.75	\$ 140.00	\$ 157.50	\$ 230.00	\$ 2,015.00	\$ 2,800.00
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00
City of Kalispell Admin Fee	\$ -	\$ 1,785.53	\$ -	\$ -	\$ 3,214.47	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00
Employee Search/moving expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Travel and Entertainment	\$ 75.83	\$ 100.00	\$ -	\$ 95.97	\$ 199.25	\$ 327.68	\$ 293.38	\$ 72.71	\$ 151.04	\$ 67.84	\$ 834.95	\$ 208.00	\$ 2,426.65	\$ 2,500.00
Technology support	\$ -	\$ 90.00	\$ 88.56	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 145.00	\$ -	\$ 40.00	\$ 363.56	\$ 500.00
Equipment (software, misc)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,375.00
Research and Education	\$ -	\$ -	\$ 4,800.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 250.00	\$ 48.85	\$ -	\$ -	\$ -	\$ 6,050.00	\$ 6,133.00
Website - maint & enhancements	\$ -	\$ -	\$ -	\$ 9,146.75	\$ 182.27	\$ 1,236.25	\$ -	\$ 37.50	\$ -	\$ -	\$ -	\$ 918.75	\$ 11,570.37	\$ 11,570.37
Website - SEO & SEM	\$ -	\$ -	\$ -	\$ 2,639.36	\$ 793.20	\$ 1,933.58	\$ -	\$ 590.33	\$ -	\$ -	\$ -	\$ -	\$ 5,956.47	\$ 23,000.00
Website Grant	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Publications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Consumer Marketing	\$ 6,699.45	\$ 727.44	\$ (1,428.88)	\$ 7,007.14	\$ 6,893.27	\$ 11,481.26	\$ 3,293.32	\$ 4,451.18	\$ 29,256.99	\$ (10,783.10)	\$ 4,814.66	\$ -	\$ 62,411.73	\$ 82,500.00
Event Sponsorship/Marketing	\$ 12,463.27	\$ (7,453.47)	\$ 3,279.98	\$ 27,860.33	\$ 2,782.18	\$ 2,331.80	\$ 757.42	\$ 4,700.00	\$ 6,020.25	\$ 30.58	\$ 13,075.72	\$ -	\$ 64,838.06	\$ 85,000.00
Group Marketing	\$ -	\$ -	\$ -	\$ 631.50	\$ -	\$ 1,073.11	\$ -	\$ -	\$ 6,683.50	\$ 5,277.64	\$ 1,289.68	\$ -	\$ 16,442.93	\$ 85,000.00
Public Relations/Publicity	\$ -	\$ 2,912.43	\$ -	\$ 2,927.25	\$ 1,031.25	\$ 2,393.75	\$ -	\$ 2,594.64	\$ 956.25	\$ (956.25)	\$ 4,608.90	\$ -	\$ 16,468.22	\$ 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	\$ 26,658.49	\$ 34,742.52	\$ 19,675.55	\$ 30,933.46	\$ 50,194.16	\$ 6,146.32	\$ 37,490.07	\$ 12,248.00	\$ 340,668.96	\$ 475,300.00
Total Cash Paid Out	\$ 30,328.71	\$ 10,866.02	\$ 18,902.99	\$ 62,481.67	\$ 26,658.49	\$ 34,742.52	\$ 19,675.55	\$ 30,933.46	\$ 50,194.16	\$ 6,146.32	\$ 37,490.07	\$ 12,248.00	\$ 340,668.96	\$ 475,300.00
Current Assets	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 187,349.16	\$ 152,624.57	\$ 132,963.02	\$ 192,216.88	\$ 142,037.59	\$ 135,904.48	\$ 179,327.83	\$ 167,079.83	\$ -	\$ -

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06/13/13
Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of May 31, 2013

	<u>May 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 - Checking	204,534.52
Total Checking/Savings	<u>204,534.52</u>
Total Current Assets	204,534.52
Fixed Assets	
1710 - Office Equipment	3,954.84
1820 - Web Site Development	25,230.44
Total Fixed Assets	<u>29,185.28</u>
TOTAL ASSETS	<u>233,719.80</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	28,027.41
Total Accounts Payable	<u>28,027.41</u>
Total Current Liabilities	<u>28,027.41</u>
Total Liabilities	28,027.41
Equity	
32000 - Unrestricted Net Assets	92,897.17
Net Income	112,795.22
Total Equity	<u>205,692.39</u>
TOTAL LIABILITIES & EQUITY	<u>233,719.80</u>

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 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 May 2013

	May 13	Jul '12 - May 13
Income		
4000 · TBID Revenue	80,902.00	440,293.50
4100 · Interest Income	11.42	122.68
Total Income	80,913.42	440,416.18
Expense		
5000 · Staffing		
5010 · Director	5,299.26	62,723.12
5020 · Sales Manager	5,325.53	56,083.06
Total 5000 · Staffing	10,624.79	118,806.18
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	2.50	45.20
5125 · Bookkeeping	157.50	1,785.00
5140 · Office Supplies	20.98	251.86
5150 · Postage & Copies	254.95	2,445.98
5160 · Rent	565.00	5,880.00
5180 · Telephone	321.69	2,505.21
5185 · Travel & Entertainment	834.95 334.95	2,218.65
5190 · Technology Support	0.00	323.56
Total 5100 · Administrative	2,157.57	20,455.46
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	4,800.00
5220 · Training & Education	0.00	1,000.00
5200 · Research & Education - Other	0.00	250.00
Total 5200 · Research & Education	0.00	6,050.00
5250 · Web Site		
5290 · RWD	0.00	-6,700.00
5260 · Development	0.00	430.00
5270 · Maintenance	918.75	11,140.37
5280 · SEO & SEM	0.00	5,956.47
Total 5250 · Web Site	918.75	10,826.84
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	24.95
5430 · Social Media	2,500.93	16,452.60
5440 · Other Media	1,954.27	21,320.27
5450 · Online Advertising	0.00	12,782.32
5460 · Travel Show Attendance	309.46	8,561.62
5470 · Trade Show Booth	0.00	3,573.79
5480 · Airport VIC Kiosk	50.00	566.88
5490 · Stock Airport VIC	0.00	100.00
Total 5400 · Consumer Marketing	4,814.66	63,382.43
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	0.00	12,827.64
5501.9 · Other Dragon Boat	178.44	11,491.55
Total 5501 · Dragon Boat	178.44	24,319.19
5502 · Spartan Event	12,117.28	27,041.63
5503 · Huckleberry 100	0.00	8,075.85
5504 · Winter Recruitment Campaign		
5504.2 · Pond Hockey	0.00	1,484.86
Total 5504 · Winter Recruitment Campaign	0.00	1,484.86
5505 · Event Promoter Recruitment	0.00	1,650.00
5506 · Regional Venue & Event Sponsor	780.00	780.00
5549 · Other Event Marketing	0.00	254.40
Total 5500 · Event Marketing	13,075.72	63,605.93
5550 · Group Marketing		
5560 · Meeting, Conv & Event Guide	0.00	372.50

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 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 May 2013

	May 13	Jul '12 - May 13
5565 · Trade Show, FAM Trips		
5565.6 · MEET West	1,289.68	4,264.68
5565.8 · Seattle	0.00	-317.00
5565.9 · Smart Meetings	0.00	4,053.14
Total 5565 · Trade Show, FAM Trips	1,289.68	8,000.82
5570 · Incentive Program	0.00	361.41
5575 · Online Advertising	0.00	3,737.50
5584 · Sports Tournament Recruitment	0.00	3,000.00
5589 · Association Membership	0.00	432.13
Total 5550 · Group Marketing	1,289.68	15,904.36
5650 · Public Relations		
5660 · Travel Writers/Press Releases/	0.00	1,350.00
5665 · Press Releases	4,542.82	13,545.07
5675 · Visitor Hospitality	66.08	191.01
5680 · Kalispell Merchandise	0.00	1,182.14
5650 · Public Relations - Other	0.00	200.00
Total 5650 · Public Relations	4,608.90	16,468.22
5700 · Publications		
5710 · Visitor Guide	0.00	11,236.00
5790 · Other Publications	0.00	100.00
Total 5700 · Publications	0.00	11,336.00
6000 · Prior Fiscal Year Expense	0.00	785.54
Total Expense	37,490.07	327,620.96
Net Income	43,423.35	112,795.22

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Accrual Basis

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July 2012 through May 2013

	Jul '12 - May 13	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	440,293.50	475,300.00	-35,006.50	92.6%
4100 · Interest Income	122.68			
Total Income	440,416.18	475,300.00	-34,883.82	92.7%
Expense				
5000 · Staffing	118,806.18	127,262.00	-8,455.82	93.4%
5100 · Administrative	20,455.46	33,155.00	-12,699.54	61.7%
5200 · Research & Education	6,050.00	6,133.00	-83.00	98.6%
5250 · Web Site	10,826.84	23,000.00	-12,173.16	47.1%
5400 · Consumer Marketing	63,382.43	82,500.00	-19,117.57	76.8%
5500 · Event Marketing	63,605.93	85,000.00	-21,394.07	74.8%
5550 · Group Marketing	15,904.36	85,000.00	-69,095.64	18.7%
5650 · Public Relations	16,468.22	17,250.00	-781.78	95.5%
5700 · Publications	11,336.00	16,000.00	-4,664.00	70.9%
6000 · Prior Fiscal Year Expense	785.54			
Total Expense	327,620.96	475,300.00	-147,679.04	68.9%
Net Income	112,795.22	0.00	112,795.22	100.0%

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Accrual Basis

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

	<u>May 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Checking	82,683.28
Total Checking/Savings	<u>82,683.28</u>
Accounts Receivable	
11000 · Accounts Receivable	2,500.00
Total Accounts Receivable	<u>2,500.00</u>
Total Current Assets	<u>85,183.28</u>
TOTAL ASSETS	<u><u>85,183.28</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	2,604.84
Total Accounts Payable	<u>2,604.84</u>
Total Current Liabilities	<u>2,604.84</u>
Total Liabilities	2,604.84
Equity	
32000 · Unrestricted Net Assets	-547.29
Net Income	83,125.73
Total Equity	<u>82,578.44</u>
TOTAL LIABILITIES & EQUITY	<u><u>85,183.28</u></u>

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 Accrual Basis

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

	Dragon Boat	Spartan	TOTAL
Income			
40200 · Sponsors	2,500.00	0.00	2,500.00
40300 · Registrations	18,250.00	0.00	18,250.00
40850 · Food & Beverage	0.00	12,141.00	12,141.00
Total Income	20,750.00	12,141.00	32,891.00
Expense			
50000 · Administrative			
50300 · Bookkeeping	70.00	105.00	175.00
50400 · Planning Meetings	0.00	51.61	51.61
50500 · Office Supplies	0.00	148.24	148.24
50700 · Credit Card Fee	22.00	0.00	22.00
Total 50000 · Administrative	92.00	304.85	396.85
52000 · Advertising & Marketing			
52100 · Creative Development			
52110 · Print	0.00	440.00	440.00
Total 52100 · Creative Development	0.00	440.00	440.00
52200 · Marketing			
52220 · Radio Broadcast	0.00	1,181.25	1,181.25
52250 · Social Media	56.31	0.00	56.31
Total 52200 · Marketing	56.31	1,181.25	1,237.56
52500 · Public Relations	2,025.00	0.00	2,025.00
52900 · Out of Market Event Participatn	700.00	0.00	700.00
Total 52000 · Advertising & Marketing	2,781.31	1,621.25	4,402.56
53000 · Entertainment			
53100 · Event Entertainment	0.00	1,000.00	1,000.00
53200 · Pre-Event Reception	0.00	8,313.33	8,313.33
Total 53000 · Entertainment	0.00	9,313.33	9,313.33
54000 · Safety Staff			
54100 · Traffic Control	0.00	930.00	930.00
54400 · Insurance	688.75	1,515.00	2,203.75
Total 54000 · Safety Staff	688.75	2,445.00	3,133.75
57000 · Outside Services			
57650 · Cleaning Service	0.00	125.00	125.00
57800 · Water	0.00	1,765.60	1,765.60
Total 57000 · Outside Services	0.00	1,890.60	1,890.60
60000 · Equipment	1,432.08	0.00	1,432.08
Total Expense	4,994.14	15,575.03	20,569.17
Net Income	15,755.86	-3,434.03	12,321.83

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06/13/13

Accrual Basis

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

January through May 2013

	Admin	Dragon Boat	Pond Hockey	Spartan	TOTAL
Income					
40100 • Grants	0.00	29,300.00	31,000.00	0.00	60,300.00
40200 • Sponsors	0.00	15,100.00	0.00	4,500.00	19,600.00
40300 • Registrations	0.00	33,550.00	0.00	0.00	33,550.00
40800 • Merchandise	0.00	124.00	0.00	0.00	124.00
40850 • Food & Beverage	0.00	0.00	0.00	12,141.00	12,141.00
Total Income	0.00	78,074.00	31,000.00	16,641.00	125,715.00
Expense					
50000 • Administrative					
50300 • Bookkeeping	113.75	315.00	17.50	122.50	568.75
50400 • Planning Meetings	0.00	17.90	84.64	51.61	154.15
50500 • Office Supplies	65.69	0.00	0.00	148.24	213.93
50700 • Credit Card Fee	0.00	22.00	0.00	100.00	122.00
50900 • Additional Personnel	0.00	180.50	0.00	0.00	180.50
Total 50000 • Administrative	179.44	535.40	102.14	422.35	1,239.33
51000 • Promotor Expense					
51100 • Coordinators Fee	0.00	2,000.00	0.00	0.00	2,000.00
51150 • Event Day Coordination	0.00	0.00	0.00	1,000.00	1,000.00
51200 • Hotel Food & Beverage	0.00	0.00	0.00	75.83	75.83
51400 • Equipment Rental	0.00	4,900.00	0.00	0.00	4,900.00
Total 51000 • Promotor Expense	0.00	6,900.00	0.00	1,075.83	7,975.83
52000 • Advertising & Marketing					
52100 • Creative Development					
52110 • Print	0.00	1,062.00	300.00	440.00	1,802.00
52125 • Web	0.00	895.00	46.69	0.00	941.69
Total 52100 • Creative Development	0.00	1,957.00	346.69	440.00	2,743.69
52200 • Marketing					
52220 • Radio Broadcast	0.00	0.00	0.00	1,181.25	1,181.25
52250 • Social Media	0.00	1,362.72	0.00	0.00	1,362.72
52271 • Direct Mail	0.00	84.39	0.00	0.00	84.39
Total 52200 • Marketing	0.00	1,447.11	0.00	1,181.25	2,628.36
52300 • Logo	0.00	0.00	1,300.00	0.00	1,300.00
52400 • Promo Items	0.00	877.25	300.00	0.00	1,177.25
52500 • Public Relations	0.00	5,234.98	0.00	400.00	5,634.98
52600 • Photographer/videographer	0.00	0.00	600.00	0.00	600.00
52700 • Sponsor's	0.00	190.00	0.00	0.00	190.00
52800 • Out of Market Event Participatn	0.00	700.00	0.00	0.00	700.00
Total 52000 • Advertising & Marketing	0.00	10,406.34	2,546.69	2,021.25	14,974.28
53000 • Entertainment					
53100 • Event Entertainment	0.00	0.00	0.00	1,000.00	1,000.00
53200 • Pre-Event Reception	0.00	0.00	0.00	8,313.33	8,313.33
Total 53000 • Entertainment	0.00	0.00	0.00	9,313.33	9,313.33
54000 • Safety Staff					
54100 • Traffic Control	0.00	0.00	0.00	930.00	930.00
54400 • Insurance	0.00	688.75	0.00	1,515.00	2,203.75
Total 54000 • Safety Staff	0.00	688.75	0.00	2,445.00	3,133.75
57000 • Outside Services					
57600 • Boat Storage	0.00	250.00	0.00	0.00	250.00
57650 • Cleaning Service	0.00	0.00	0.00	125.00	125.00
57800 • Water	0.00	0.00	0.00	1,765.60	1,765.60
Total 57000 • Outside Services	0.00	250.00	0.00	1,890.60	2,140.60
59000 • Miscellaneous					
59100 • Setup/Logistics	0.00	156.32	0.00	188.75	345.07
59400 • License & Fees	0.00	0.00	0.00	20.00	20.00
59000 • Miscellaneous - Other	0.00	2,015.00	0.00	0.00	2,015.00
Total 59000 • Miscellaneous	0.00	2,171.32	0.00	208.75	2,380.07
60000 • Equipment	0.00	1,432.08	0.00	0.00	1,432.08
Total Expense	179.44	22,383.89	2,648.83	17,377.11	42,589.27
Net Income	-179.44	55,690.11	28,351.17	-736.11	83,125.73

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 06/13/13
 Accrual Basis

Kalispell Convention & Visitor's Bureau Profit & Loss May 2013

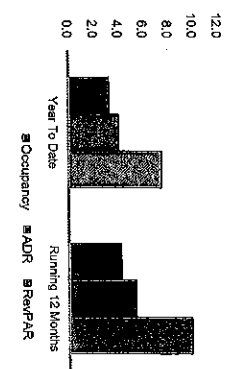
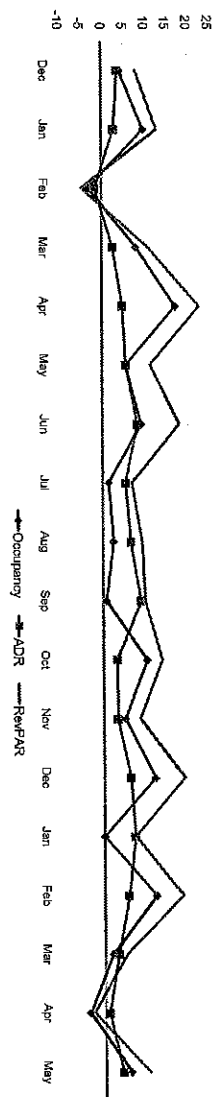
	May 13	Jan - May 13
Income		
40100 · Grants	0.00	60,300.00
40200 · Sponsors	2,500.00	19,600.00
40300 · Registrations	18,250.00	33,550.00
40800 · Merchandise	0.00	124.00
40850 · Food & Beverage	12,141.00	12,141.00
Total Income	32,891.00	125,715.00
Expense		
50000 · Administrative		
50300 · Bookkeeping	175.00	568.75
50400 · Planning Meetings	51.61	154.15
50500 · Office Supplies	148.24	213.93
50700 · Credit Card Fee	22.00	122.00
50900 · Additional Personnel	0.00	180.50
Total 50000 · Administrative	396.85	1,239.33
51000 · Promotor Expense		
51100 · Coordinators Fee	0.00	2,000.00
51150 · Event Day Coordination	0.00	1,000.00
51200 · Hotel Food & Beverage	0.00	75.83
51400 · Equipment Rental	0.00	4,900.00
Total 51000 · Promotor Expense	0.00	7,975.83
52000 · Advertising & Marketing		
52100 · Creative Development		
52110 · Print	440.00	1,802.00
52125 · Web	0.00	941.69
Total 52100 · Creative Development	440.00	2,743.69
52200 · Marketing		
52220 · Radio Broadcast	1,181.25	1,181.25
52250 · Social Media	56.31	1,362.72
52271 · Direct Mail	0.00	84.39
Total 52200 · Marketing	1,237.56	2,628.36
52300 · Logo	0.00	1,300.00
52400 · Promo Items	0.00	1,177.25
52500 · Public Relations	2,025.00	5,634.98
52600 · Photographer/videographer	0.00	600.00
52700 · Sponsor's	0.00	190.00
52900 · Out of Market Event Particlpatn	700.00	700.00
Total 52000 · Advertising & Marketing	4,402.56	14,974.28
53000 · Entertainment		
53100 · Event Entertainment	1,000.00	1,000.00
53200 · Pre-Event Reception	8,313.33	8,313.33
Total 53000 · Entertainment	9,313.33	9,313.33
54000 · Safety Staff		
54100 · Traffic Control	930.00	930.00
54400 · Insurance	2,203.75	2,203.75
Total 54000 · Safety Staff	3,133.75	3,133.75
57000 · Outside Services		
57500 · Boat Storage	0.00	250.00
57650 · Cleaning Service	125.00	125.00
57800 · Water	1,765.60	1,765.60
Total 57000 · Outside Services	1,890.60	2,140.60
59000 · Miscellaneous		
59100 · Setup/Logistics	0.00	345.07
59400 · License & Fees	0.00	20.00
59000 · Miscellaneous - Other	0.00	2,015.00
Total 59000 · Miscellaneous	0.00	2,380.07

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06/13/13
Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss
May 2013

	<u>May 13</u>	<u>Jan - May 13</u>
60000 · Equipment	1,432.08	1,432.08
Total Expense	20,569.17	42,589.27
Net Income	<u>12,321.83</u>	<u>83,125.73</u>

Monthly Percent Change



Overall Percent Change

Occupancy (%)		ADR		RevPAR		Supply		Demand		Revenue		Gross %				
Year	Month	Year	Month	Year	Month	Year	Month	Year	Month	Year	Month	Year	Month			
2011	Dec	2011	Dec	2011	Dec	2011	Dec	2011	Dec	2011	Dec	2011	Dec			
	Jan		Jan		Jan		Jan		Jan		Jan		Jan	Jan	Jan	Jan
	Feb		Feb		Feb		Feb		Feb		Feb		Feb	Feb	Feb	Feb
	Mar		Mar		Mar		Mar		Mar		Mar		Mar	Mar	Mar	Mar
	Apr		Apr		Apr		Apr		Apr		Apr		Apr	Apr	Apr	Apr
	May		May		May		May		May		May		May	May	May	May
	Jun		Jun		Jun		Jun		Jun		Jun		Jun	Jun	Jun	Jun
	Jul		Jul		Jul		Jul		Jul		Jul		Jul	Jul	Jul	Jul
	Aug		Aug		Aug		Aug		Aug		Aug		Aug	Aug	Aug	Aug
	Sep		Sep		Sep		Sep		Sep		Sep		Sep	Sep	Sep	Sep
	Oct		Oct		Oct		Oct		Oct		Oct		Oct	Oct	Oct	Oct
	Nov		Nov		Nov		Nov		Nov		Nov		Nov	Nov	Nov	Nov
Dec	Dec	Dec	Dec	Dec	Dec	Dec	Dec	Dec	Dec							
2012	Jan	2012	Jan	2012	Jan	2012	Jan	2012	Jan	2012	Jan	2012	Jan			
	Feb		Feb		Feb		Feb		Feb		Feb		Feb	Feb	Feb	Feb
	Mar		Mar		Mar		Mar		Mar		Mar		Mar	Mar	Mar	Mar
	Apr		Apr		Apr		Apr		Apr		Apr		Apr	Apr	Apr	Apr
	May		May		May		May		May		May		May	May	May	May
	Jun		Jun		Jun		Jun		Jun		Jun		Jun	Jun	Jun	Jun
	Jul		Jul		Jul		Jul		Jul		Jul		Jul	Jul	Jul	Jul
	Aug		Aug		Aug		Aug		Aug		Aug		Aug	Aug	Aug	Aug
	Sep		Sep		Sep		Sep		Sep		Sep		Sep	Sep	Sep	Sep
	Oct		Oct		Oct		Oct		Oct		Oct		Oct	Oct	Oct	Oct
	Nov		Nov		Nov		Nov		Nov		Nov		Nov	Nov	Nov	Nov
	Dec		Dec		Dec		Dec		Dec		Dec		Dec	Dec	Dec	Dec
2013	Jan	2013	Jan	2013	Jan	2013	Jan	2013	Jan	2013	Jan	2013	Jan			
	Feb		Feb		Feb		Feb		Feb		Feb		Feb	Feb	Feb	Feb
	Mar		Mar		Mar		Mar		Mar		Mar		Mar	Mar	Mar	Mar
	Apr		Apr		Apr		Apr		Apr		Apr		Apr	Apr	Apr	Apr
	May		May		May		May		May		May		May	May	May	May
	Jun		Jun		Jun		Jun		Jun		Jun		Jun	Jun	Jun	Jun
	Jul		Jul		Jul		Jul		Jul		Jul		Jul	Jul	Jul	Jul
	Aug		Aug		Aug		Aug		Aug		Aug		Aug	Aug	Aug	Aug
	Sep		Sep		Sep		Sep		Sep		Sep		Sep	Sep	Sep	Sep
	Oct		Oct		Oct		Oct		Oct		Oct		Oct	Oct	Oct	Oct
	Nov		Nov		Nov		Nov		Nov		Nov		Nov	Nov	Nov	Nov
	Dec		Dec		Dec		Dec		Dec		Dec		Dec	Dec	Dec	Dec

A tabular row indicates the following data:
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Source: 2013 SMITH TRAVEL RESEARCH, INC.

Tab 4 - Multi-Segment

Currency: USD - US Dollar

Kalispell Area CVB
For the month of: May 2013

	Current Month - May 2013 vs May 2012										Year to Date - May 2013 vs May 2012										Participation							
	Occ %		ADR		RevPAR		Percent Change from May 2012		Room		Room		Occ %		ADR		RevPAR		Percent Change from YTD 2012		Room		Room					
	2013	2012	2013	2012	2013	2012	2013	2012	RevPAR	Room	RevPAR	Room	2013	2012	2013	2012	2013	2012	RevPAR	Room	RevPAR	Room	Properties	Rooms				
Kalispell, MT+	50.1	47.2	82.92	79.67	41.54	37.64	6.0	4.1	10.4	10.3	-0.1	6.0	40.6	39.3	77.46	74.44	31.45	29.26	3.3	4.1	7.5	7.4	-0.1	3.2	19	14	1556	1346
Missoula, MT+	64.7	59.9	86.16	82.32	55.73	49.29	8.0	4.7	13.1	13.1	0.0	8.0	48.1	45.7	78.74	75.10	37.84	34.33	5.1	4.9	10.2	10.2	-0.0	5.1	41	24	3107	2194
Butte, MT+	49.7	50.9	80.51	80.69	40.24	41.07	-2.3	0.3	-2.0	-2.0	0.0	-2.3	41.8	45.0	78.42	78.23	32.82	35.18	-6.9	0.2	-6.7	-6.8	-0.1	-7.0	13	9	1166	889
Bozeman, MT+	62.2	61.6	90.51	86.88	56.28	53.54	0.9	4.2	5.1	8.4	3.1	4.1	54.2	52.0	81.03	79.79	43.95	41.50	4.3	1.5	5.9	7.9	1.9	6.3	27	15	2071	1415
Whitefish, MT+	57.4	56.2	78.50	73.91	45.04	41.54	2.1	6.2	8.4	10.2	1.8	3.8	42.6	44.6	88.51	85.94	28.16	29.39	-4.5	3.9	-0.8	1.7	2.6	-2.1	14	1	762	4026
Rapid City MSA, SD	38.0	38.81	125.64	113.96	47.79	44.24	-2.2	10.4	8.0	11.4	3.2	0.9	48.1	49.3	308.28	286.04	148.30	141.05	-2.4	7.8	5.1	9.0	3.7	1.1	33	15	3824	2339
Park City, UT+	59.3	58.1	82.39	80.23	46.85	46.60	2.1	2.7	4.8	4.7	-0.1	1.9	53.2	53.9	81.60	78.32	43.42	42.25	-1.3	4.2	2.8	2.6	-0.1	-1.5	50	35	3860	3199
Helena/Great Falls	65.4	61.3	107.12	105.88	70.08	64.86	6.8	1.2	8.1	8.1	0.0	6.8	48.0	44.9	94.94	90.79	45.54	40.78	6.8	4.6	11.7	11.7	0.0	6.8	20	12	1644	1329
Coeur D'Alene, ID+	48.6	48.1	95.12	91.53	46.20	44.00	1.1	3.9	5.0	5.0	0.0	1.1	40.5	42.8	80.88	78.79	32.73	32.83	-5.3	5.3	-0.3	-0.3	0.0	-5.3	8	4	396	244
Sandpoint, ID+	67.0	59.4	100.65	93.94	67.99	55.81	12.7	7.1	20.8	20.8	0.0	12.7	54.4	46.8	93.40	87.71	50.79	41.05	16.2	6.5	23.7	23.7	-0.0	16.1	37	19	2729	1558
Bend, OR+	65.2	65.0	95.64	93.06	62.37	60.50	0.3	2.8	3.1	3.1	0.0	0.3	54.5	54.9	88.77	87.45	48.90	48.05	-0.8	2.6	1.8	1.8	0.0	-0.8	57	36	5909	5037
Spokane, WA+	77.9	67.2	82.24	85.34	64.04	57.37	15.8	-3.6	11.6	16.0	3.9	20.4	63.0	62.7	80.87	79.77	50.96	50.03	0.5	1.4	1.9	4.3	2.4	2.8	46	28	4147	3078

A blank row indicates insufficient data.
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 Source 2013 SMITH TRAVEL RESEARCH, Inc.

DiscoverKalispell.com		May-13	% of change from 2012
Unique visits		8,703	451%
Page views		31,534	413%
Pg/Visit		2.95	1.21%
New Visits		75.49%	6.94%
Bounce Rate		48.20%	13.90%
Traffic sources			
Search engines		56.70%	
Referral sites		12.60%	
Campaigns		14.00%	
Direct		16.70%	
Referring sites	trip advisor, banner ads, spartan race, kalispell chamber, examiner.com, Facebook, Dragon Boat, Google		
Visits by Location	US = 7,208		350%
	CAN = 3,291		611%
Top States	MT, WA, CA, CO, FL, TX, ID, OR, MN, UT		
Canada	ALBERTA: Calgary, Edmonton, Lethbridge, Red Deer, Medicine Hat, Airdrie, Okotoks		537%
	BRITISH COLUMBIA: Vancouver, Cranbrook, Castlegar, Fernie, Kelowna, Nelson		775%
	SASKATCHEWAN: Regina, Saskatoon		442%
	ONTARIO: Toronto, Montreal		1964%
Content CTR	Outdoor Activities 20%	Discover Friendly 10%	
	Discover Affordable 18%	Shopping 10%	
	Lodging 18%	Packages 9.7%	
Packages	275 clicks on individual packages		
Ineraries	589 clicks into itineraries		
Trip Advisor		May-13	% of change from 2012
Page views		3,555	53%
Total clicks to website		456	72%
CTR by pageview		12.83%	42%
Interaction rate		24.02%	55%
Total Clicks/Interactions		854	79%
Social Media			
Discover Kalispell	13,654 likes	12,140 new since June 6th	
	Avg 387 new likes per day: 189 paid, 209 organic		
	Post reach as high as 28,466	67% female, 32% male	
Dragon Boat	2,126 likes	1,110 new since previous report	

Montana Spartan Sprint Race 2013

Event Summary Report Kalispell Convention and Visitors Bureau

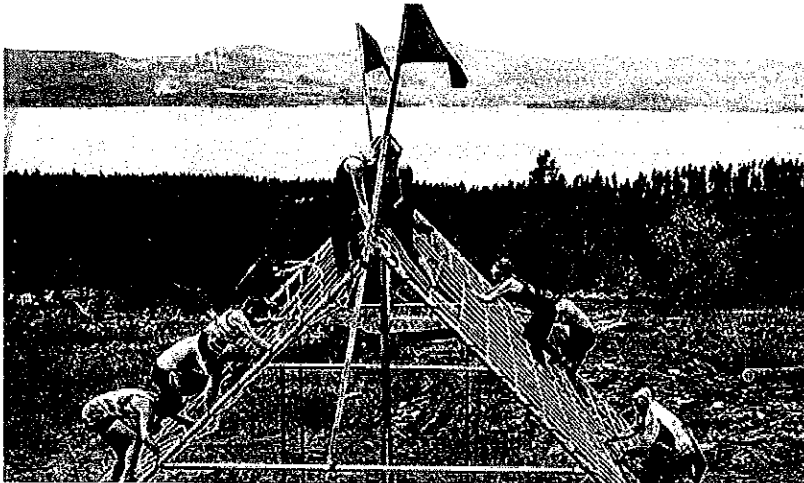
Spartan Race is a series of obstacle races of varying distance and difficulty ranging from 1 mile to marathon distances: the Spartan Sprint (3+ miles of obstacle racing), the Super Spartan (8+ miles), the Spartan Beast (12+ miles), and the Ultra Beast (26+ miles marathon obstacle course). In a Spartan Race event, "participants will confront obstacles ranging from extreme to absurd that gain their inspiration from sources as varied as Spartan training, Navy SEAL training and American Gladiators". ESPN describes the Spartan Race as "a true test of will". Kalispell hosted the Montana Spartan Sprint as an introduction into the series.



- When:** May 11th, 2013
- Where:** Quarter Circle Ranches LLC.
- Spectators:** 2500
- Participants:** 4300 Adult & 500 Kids

Event Economic Impact: \$1,147,612 was created and spent in the Flathead Valley from this event. The University of Montana Institute for Tourism and Recreation Research provided intercept surveys and compiled the spending and performance data to help identify this value.

Performance Measures: 64% of the participants and spectators were from out of market
 98% overall event satisfaction and return ratio





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2013 Spartan Race Visitor Study

Prepared by:
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College of Forestry and Conservation
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June 2013

Case Study Report 2013-2

This report was funded by the Lodging Facility Use Tax and Kalispell Convention and Visitors Bureau

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Introduction

The purpose of this study was to provide the organizers of the Spartan Race with an understanding of their attendees and the total money spent by those surveyed in the area (Kalispell and Whitefish). The population of interest was participants and attendees of the 2013 Spartan Race. Surveys were completed on-site as well as through a web survey. The final response rate was 438 completed surveys.

Methods

Surveyors intercepted participants and spectators for on-site completion of a paper survey. Surveys were given to people by random selection in an attempt to represent the whole population. People willing to fill out the survey were given a clipboard, pen, and a survey and completed the survey on site. No documentation of the number of refusals was recorded.

Results

Of the 438 respondents, 75 percent (325 people) were participants in the race and 25 percent (111 people) were spectators. Seventy-one percent (304 people) of all respondents to the survey were from Montana and 29 percent (127 people) were from out of state or country (see Table 1 and 2). Of those who were from Montana, 61 percent (187 people) were from Flathead County while 39 percent were from other Montana counties. The mean age of respondents was 35.66. The mean group size was 5.65 people. Of those who responded to the survey, 52 percent (229 people) reported that they spent a night or nights away from home. Of those who spent a night away from home, the average number of nights was 3.50. The average number of nights spent in Montana was 3.44 while the mean number of nights spent in the Flathead area was 2.78. Results of all other questions in this survey can be found in Appendix A.

Table 1: Out-of-state Respondents

Place of Residence	# of respondents
Washington	32
Idaho	19
Wyoming	5
California	4
Colorado	4
North Carolina	3
North Dakota	3
Oregon	3
Alaska	2
Iowa	2
Pennsylvania	2
Arizona	1
Hawaii	1
Illinois	1
Louisiana	1
Minnesota	1
Nevada	1
Tennessee	1
Texas	1
Utah	1
Wisconsin	1

Table 2: International Respondents

Place of Residence	# of respondents
Alberta, Canada	20
British Columbia, Canada	7
Saskatchewan, Canada	3
Quebec, Canada	1
Calgary, Canada	1
United Kingdom	1

Expenditures

Expenditure information was asked of all respondents. The survey asked that they report their best estimate of the total amount of money they and their family (if applicable) spent in the Kalispell or Whitefish area in the following categories: accommodations, food, transportation, retail/services, gratuity, entertainment/recreation, and licenses/entrance fees/admissions.

Table 3 presents the expenditure data of only the respondents who reported spending money in the categories. The mean expenditure of those who spent money for each category can be found along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by respondents who reported spending money in each category. The total reported expenditure for respondents who spent was \$77,331.38.

Table 3- Expenditure Data: Expenditures calculated using only respondents who spent

Expenditure Category	Mean expenditures of attendees <u>who reported that they spent money in these categories</u>	% of respondents who reported spending money in each category	Total dollars spent in each category <u>by respondents who spent</u>
Motel/Hotel/B&B	\$188.38	24%	\$20,156.66
Campground	\$38.67	4%	\$696.06
Restaurant/Bar	\$126.67	35%	\$19,507.18
Groceries/Snacks	\$61.01	16%	\$4,209.69
Gasoline	\$94.61	37%	\$15,326.82
Local transportation	\$12.50	<1%	\$25.00
Auto rental	\$566.67	1%	\$1,700.01
Retail goods	\$151.10	14%	\$9,368.20
Gratuity	\$43.14	10%	\$1,811.88
Entertainment/Recreation	\$125.83	8%	\$4,529.88
		TOTAL	\$77,331.38

Appendix A- Results

Spartan Race

Are you a resident of Montana? 75.0% Yes 25.0% No

Was attending or participating in the races your primary reason for being in the area?
92% Yes 9% No

What other reasons were you visiting? (X all that apply)

53% Vacation/recreation/pleasure 10% Shopping
46% Visit friends/relatives 3% Business/convention/meeting 8% Just passing through

During the Spartan Races, what type of accommodations did you stay in?(X all that apply)

52% Hotel/motel/bed & breakfast 3% Rented cabin/home
31% Home of friend/relative 2% Second home/condo/cabin
7% Public land camping 2% Resort/condominium
5% Private campground

How did you hear about The Spartan Race? (X all that apply)

58% Word of mouth 7% Newspaper 4% Magazine 1% Retail outlet
27% Internet 5% Email from event planners 2% TV
16% Radio 6% Flyer 2% Magazine
11% Group or club 5% Posters 1% Direct mail

How long ago did you make plans to attend The Spartan Race?

3% Today 7% 1-7 days ago 13% 1-4 weeks ago 54% 1-6 months ago 23% over 6 months

When might you come to the Spartan Race again?

91% Next Year 1% Never 9% Within five years

Please rate your overall satisfaction with the Spartan Race.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Organization of the event	79%	19%	1%	1%	0%	0%
Event staff	81%	18%	1%	0%	0%	0%
Cost of the event	52%	26%	16%	4%	1%	0%
Location of the event	82%	17%	1%	1%	0%	0%
Concessions available	60%	27%	9%	2%	1%	2%
Number of people at the event	71%	25%	4%	1%	0%	0%
Parking	63%	27%	6%	2%	1%	1%
Sound system	68%	26%	5%	1%	0%	1%
Variety of activities	68%	26%	5%	1%	0%	0%
Signage/directions	73%	23%	2%	2%	0%	0%
Cleanliness	72%	25%	3%	0%	0%	1%
Availability of restrooms	57%	27%	11%	4%	1%	0%

What option best describes the group with whom you attended/participated in the Spartan Race?

- 10% *Self*
- 8% *Couple*
- 9% *Immediate family*
- 3% *Extended family*
- 31% *Family & friends*
- 28% *Friends*
- 5% *Business associates*
- 6% *Organized group/club*

Including you, how many people were in your group?

- 7% *1*
- 13% *2*
- 15% *3*
- 10% *4*
- 9% *5*
- 10% *6*
- 4% *7*
- 7% *8*
- 3% *9*
- 3% *10*
- 19% *more than 10*

Please indicate what age groups are represented in your group?

- | | | | |
|-----|--------------------|-----|--------------------|
| 3% | <i>0-5 years</i> | 39% | <i>35-44 years</i> |
| 6% | <i>6-10 years</i> | 20% | <i>45-54 years</i> |
| 8% | <i>11-17 years</i> | 9% | <i>55-64 years</i> |
| 23% | <i>18-24 years</i> | 3% | <i>65-74 years</i> |
| 47% | <i>25-34 years</i> | 1% | <i>75 and over</i> |

What best describes your annual household income in US dollars?

- 9% *Less than \$20,000*
- 18% *\$20,000 to 39,999*
- 25% *\$40,000 to 59,999*
- 12% *\$60,000 to 79,999*
- 14% *\$80,000 to 99,999*
- 14% *\$100,000 to 149,999*
- 6% *\$150,000 to 199,999*
- 3% *\$200,000 and over*

Spartan Event 2013
Profit Loss
January 1 through June 21, 2013

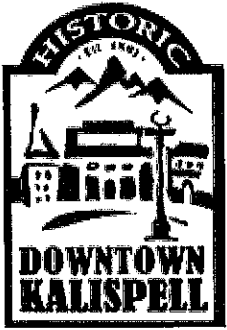
	<u>TBID</u>	<u>KCVB</u>	<u>TOTAL</u>
Income			
40200 · Sponsors	0.00	4,500.00	4,500.00
40850 · Food & Beverage	0.00	12,141.00	12,141.00
Total Income	0.00	16,641.00	16,641.00
Expense			
50000 · Administrative			
50300 · Bookkeeping		218.75	218.75
50400 · Planning Meetings	430.60	51.61	482.21
50500 · Office Supplies	30.58	148.24	178.82
50600 · Postage	161.04		161.04
50700 · Credit Card Fee		100.00	100.00
50800 · Travel	849.92		849.92
50900 · Add'l Personnel	196.99		196.99
50999 · Admin Miscellaneous	278.28		278.28
Total 50000 · Administrative	1,947.41	518.60	2,466.01
51000 · Promotor Expense			
51150 · Event Day Coordination		1,000.00	1,000.00
51200 · Hotel Food & Beverage	865.30	75.83	941.13
51300 · Travel	476.17		476.17
Total 51000 · Promotor Expense	1,341.47	1,075.83	2,417.30
52000 · Advertising & Marketing			
52100 · Creative Development			
52110 · Print	1,420.00	440.00	1,860.00
Total 52100 · Creative Development	1,420.00	440.00	1,860.00
52160 · Production			
52170 · Print	1,106.00		1,106.00
Total 52160 · Production	1,106.00	0.00	1,106.00
52200 · Marketing			
52210 · Print Placement	3,155.00		3,155.00
52220 · Radio Broadcast	2,787.02	1,181.25	3,968.27
52250 · Social Media	125.00		125.00
52271 · Marketing Staff	6,212.16		6,212.16
Total 52200 · Marketing	12,279.18	1,181.25	13,460.43
52300 · Logo	80.00		80.00
52400 · Promo Items	1,446.00		1,446.00
52500 · Public Relations		400.00	400.00
52600 · Photographer/Videographer	1,050.00		1,050.00

Spartan Event 2013

Profit Loss

January 1 through June 21, 2013

	<u>TBID</u>	<u>KCVB</u>	<u>TOTAL</u>
52750 · Survey Company	566.50		566.50
52900 · Event Participation	<u>1,984.00</u>		<u>1,984.00</u>
Total 52000 · Advertising & Marketing	19,931.68	2,021.25	21,952.93
53000 · Entertainment			
53100 · Event Entertainment		1,000.00	1,000.00
53200 · Pre-Event Reception	<u>100.00</u>	<u>12,813.33</u>	<u>12,913.33</u>
Total 53000 · Entertainment	100.00	13,813.33	13,913.33
54000 · Safety Staff			
54100 · Traffic Control		930.00	930.00
54400 · Insurance		1,515.00	1,515.00
54500 · Permits	<u>300.00</u>		<u>300.00</u>
Total 54000 · Safety Staff	300.00	2,445.00	2,745.00
57000 · Outside Services			
57150 · Portable Restrooms	420.00		420.00
57550 · Venue Rental Fee	9,000.00		9,000.00
57650 · Cleaning Service		125.00	125.00
57800 · Water		<u>1,765.60</u>	<u>1,765.60</u>
Total 57000 · Outside Services	9,420.00	1,890.60	11,310.60
58000 · Contributions	2,500.00	0.00	2,500.00
59000 · Miscellaneous			
59100 · Setup/Logistics		188.75	188.75
59400 · License & Fees		<u>20.00</u>	<u>20.00</u>
Total 59000 · Miscellaneous	0.00	208.75	208.75
Total Expense	<u>35,540.56</u>	<u>21,973.36</u>	<u>57,513.92</u>
Net Income	<u><u>-35,540.56</u></u>	<u><u>-5,332.36</u></u>	<u><u>-40,872.92</u></u>



Kalispell Downtown Association

Membership levels

Non-profit and businesses with 2 or less employees:	\$ 50
Downtown Enthusiast	\$ 125
Premiere Downtown Supporter	\$ 200 - \$999.00
Silver Membership	\$ 1,000 - \$2,400.00
Gold Membership	\$ 2,500 - \$4,999.00
Platinum Membership	\$ 5,000 - \$9,999.00
Platinum PLUS Membership	\$10,000- your choice

Member BENEFITS – All members of the Kalispell Downtown Association are entitled to the following:

- Business listing on the Downtown Kalispell web site
- Cooperative print advertising opportunities if your business is located in the downtown
Discounted booth rate for Thursday!Fest celebrations
- Participation in continued viability of downtown Kalispell and showcasing your commitment to Downtown Kalispell
- Advance notification and opportunity to participate in downtown signature events
- Opportunity to serve on the Associations Board of Directors or working committees
- Elevating your visibility through sponsorship of events
- Provide a venue for you and your employees to give back to the community
- Keep your business and residents informed about “What’s Happening” downtown
- Protect and enhance your investment in downtown
- Have your voice heard among business and civic leaders
- Contribute to shaping the future of downtown
- Opportunity to be featured on the KDA’s social media pages if your business is located in the downtown

Kalispell Downtown Association

Member Benefits continued

Non-profit and 2 or less employees – The listed member benefits

Downtown Enthusiast – The listed member benefits

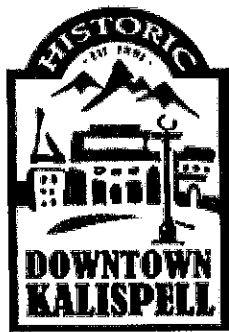
Premiere Downtown Supporter – The benefits afforded the Downtown Enthusiast plus the following: opportunity to be a featured business on the web page; priority set-up at signature events including Thursday!Fest

Silver – The benefits afforded the Downtown Enthusiast plus the following: opportunity to be a featured business on the web page; priority set-up at signature events including Thursday!Fest; advertised as an event sponsor at one Thursday!Fest with the inclusion of a booth space for that event; 10 free drink tickets for Thursday!Fest; 5 free runner entries in the 5K Run Through History; Listing on KDA web page as a Silver Sponsor

Gold – The benefits afforded the Downtown Enthusiast plus the following: opportunity to be a featured business on the web page; priority set-up at signature events including Thursday!Fest; advertised as a band sponsor for one Thursday!Fest event with mention during the evening from the stage and a booth space if desired; 25 free drink tickets for Thursday!Fest; 10 free runner entries in the 5K Run Through History; Listing on KDA web page as a Gold Sponsor

Platinum – The benefits afforded the Downtown Enthusiast plus the following: opportunity to be a featured business on the web page; priority set-up at signature events including Thursday!Fest; advertised as a band sponsor for every Thursday!Fest event and a booth space at all events if desired; 50 free drink tickets for Thursday!Fest; 15 free runner entries in the 5K Run Through History; Business advertisement on KDA web site and listing as a Platinum Sponsor

Platinum Plus – The benefits afforded the Downtown Enthusiast plus the following: opportunity to be a featured business on the web page; priority set-up at signature events including Thursday!Fest; advertised as a band sponsor for every Thursday!Fest event and a booth space at all events if desired; 100 free drink tickets for Thursday!Fest; 20 free runner entries in the 5K Run Through History; Banner business advertisement on KDA web site and listing as a Platinum Sponsor; Business mention on all print media as a Platinum Plus Sponsor



2013 DOWNTOWN KALISPELL EVENTS Schedule

THURSDAY!FEST

The Kalispell Downtown Association invites you to our premier street festival every Thursday June 27 through August 29. This free event features live music, food vendors, children's activity area, artist and craftsmen, and beer and wine for sale from 5:00–8:00 PM. Join family, friends and neighbors on 3rd Street East between Main Street and First Ave. E.

First Fridays – Continue in 2013! Please join us downtown on the First Friday of each month for shopping until 7:00 PM and dining at our wonderful restaurants. Meet your friends and family for an evening of specials and discounts and great conversation.

Picnic in the Park – Brought to you by the City of Kalispell Parks and Recreation Department. Enjoy the Free summer concert series Every Tuesday evening and Wednesday noon June 25 through August 28. Bring your blanket or chairs and enjoy the relaxed family atmosphere at Depot Park.

Glacier Rod Run – Flathead CARE proudly announces the 5th Annual “Glacier Rod Run” on Saturday, July 20. This fun filled event includes a parade followed by a Show and Shine.

Arts in the Park - The Hockaday Museum of Art presents Kalispell's premiere arts, crafts and music festival held in historic downtown's Depot Park. Over 100 local and visiting artists and craftsmen offer quality, unique works for sale July 19 – 21, 2013. Friday and Saturday 9 – 6 and Sunday 10 – 5

Taste of Kalispell – Join your neighbors in an evening of good food, drink and music, all while discovering the many folks that make this community great. Net proceeds benefit the Museum at Central School. The entire event is a wonderful way to support your community. Taking place Saturday, August 10 from 5:00 – 11:00 PM on the front lawn at the Museum located at 124 Second Avenue East.

3rd Annual 5K “A Run Through History” – You are invited to “Flood the Streets of Kalispell running or walking in this certified 5K run on Saturday, September 28, 2013. This is a fun event for the runner enthusiast and the entire family. Sponsored by National Flood Services of Kalispell

Annual Art Walk - Stroll with your friends and family through downtown establishments. Enjoy special discounts on purchases, appetizers, music and lots of fun on Friday, December 6, 2013.

First Night Flathead - New Year's Eve family fun, non-alcohol First Night celebration. December 31, 2013

Chocolat Affaire – By popular demand ...Chocolate, Chocolate, Chocolate...special sales and discounts at retail shops in downtown Kalispell followed by an awards ceremony for the best chocolate and JAZZ music! Friday, February 8, 2013 and set the date aside for 2014 - Friday, February 7, 2014.

KALISPELL DOWNTOWN ASSOCIATION EVENT SPONSORSHIP OPPORTUNITIES

THURSDAY!FEST Sponsorship:

BAND SPONSOR - \$600.00

Prominent stage signage at Thursday!Fest. Business mentions by the band or spokesperson, booth space (1 week), inclusion in advertising for sponsored week.

EVENT SPONSOR - \$100.00

Informational booth space at Thursday!Fest. Business mentions by band or spokesperson during event.

FIRST FRIDAY Sponsorship:

EVENT SPONSOR - \$200.00 and up

Inclusion in advertising for sponsored week.

CHOCOLAT AFFAIRE Sponsorship:

EVENT SPONSOR - \$500.00

Signage, business mentions by the band or spokesperson and an informational booth space at the event and inclusion in advertising for the event.

5K RUN THROUGH HISTORY Sponsorship:

EVENT SPONSOR - \$500.00

Business mentions by the spokesperson and an informational booth space at the event and inclusion in most advertising for the event.

A TASTE OF KALISPELL Sponsorship:

EVENT SPONSOR - \$500.00 - \$1000.00

8 Tickets to the Taste of Kalispell, business mentions by the spokesperson and an informational booth space at the event and inclusion in advertising for the event.

FRIEND OF THE EVENT SPONSOR - \$250.00 - \$499.00

4 Tickets to the Taste of Kalispell, business mentions by the spokesperson and inclusion in some advertising for the event.