

Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – July 9, 2014
3:00 pm – 5:00 pm

Location: Hilton Garden Inn

AGENDA

3:00 pm Meeting Called to Order: Lori Fisher, 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 June 11, 2014
- b) TBID financial statements for May 2014
- c) Appointment of Vice-Chair
- d) Policy review – Lead Distribution
- e) Policy review – Special Event Ancillary activities

3. Board Discussion

- a) Dragon Boat Updates
- b) Economic Impact data: Spartan & Rodeo
- c) KCVB updates

5:00 pm Meeting Adjourns

Enclosures: June 11, 2014 minutes
TBID financial statements for May 2014
STR Report
KCVB Updates

For Further Information, Please Contact:

Lori Fisher, Board Chairman lori.fisher@hilton.com or 406-755-7900
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2014 TBID Board Meeting Schedule

January 15	February 5	March 5	April 9	June 11	
July 9	August 6	September 3	October 1	November 5	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.

Kalispell Tourism Business Improvement District
Board Attendance

2013

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

2014

	Jan 15	Feb 5	Mar 5	Apr 2	May 7	Jun 11	Jul 9	Aug 6	Sep 3	Oct 1	Nov 5	Dec 5
Bissell, Gib	X	X	X	X		X						
Bowman, Angie	X	~	X	X								
Brown, Lisa	X	X	X	X		X						
Clark, Janet	X	X	X	X		X						
Fisher, Lori	~	X	X	X		X						
Moderie, Dan	X	~	X	X		X						
Nordahl, Vanessa												
Walters, Chris	X	X	~	X		~						

~ = Absent X = Present

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Holiday Inn Express
June 11, 2014**

Minutes

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

Board Members Absent: Chris Walters

Staff Present: Diane Medler, Rob Brisendine, Joe Unterreiner

Guests Present: Scott Rieke, Best Western Flathead Lake Inn & Suites; Brandon Peterson, Holiday Inn Express; Karena Bemis, Hilton Garden Inn

Meeting was called to order by Janet Clark, Treasurer of the Board at 3:12 PM.

1. Hear from the public – none
2. Board Action
 - a. Approve Minutes from the April 9, 2014 Meeting:
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Dan Moderie.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for March and April 2014:
Action: Motion was made by Gib Bissell to approve the financial statements. Motion seconded by Janet Clark. Discussion: none. Board approved unanimously.
 - c. Appointment of Vice-Chair: Vice Chair position has been vacated as Angie Bowman has left the Homewood Suites. Suggested nominations were Chris Walters or Gib Bissell. Chris is on vacation so this matter will be tabled until he can be reached. Action moved to the July board meeting.
Action: No action taken
 - d. Approval of nominations for board seat vacated by Angie Bowman: Vanessa Nordahl, Director of Sales & Marketing at the Homewood Suites, submitted an application to complete the term vacated by Angie Bowman. Resume and signature of approval by Hilton Regional VP Rick Gabrielsen were submitted.
Action: Motion was made by Gib Bissell to approve the slate of board officers. Motion seconded by Janet Clark. Discussion: none. Board approved unanimously.
 - e. Policy Review – Lead Distribution: The board reviewed the draft policy submitted by Rob. It was agreed that leads should be distributed to all TBID properties (qualified or not) unless the planner restricts. This allows all members to be aware of group & meeting activity and submit response if they feel they can adequately support the event. Those that participate in a monthly reporting of business mix will be eligible to receive quarterly reports summarizing the type of business the Kalispell hotels are receiving. Rob will send out sample reporting forms. Based on seeing sample reports the board will approve the policy.
Action: No action taken, revisited at July meeting.

- f. Policy Review – Special Event Ancillary Activities: The board reviewed the draft policy submitted by Rob. Main discussion points included who does the board feel is qualified to make decision on awarding ancillary activities? With some KCVB signature events there is a sub-committee, they have made the decision in the past. It was agreed that there needs to be a ranking/scoring system created for the RFP's so the criteria is clear to all parties. It was also discussed that for some events a local business hosts the evening event and in lieu provides a substantial sponsorship (Spartan Pre-Game/Sportsman). Also, for some events a hotel ballroom is not the correct venue to provide a good experience for the participants. It was suggested that in the case of Spartan Pre-Game (for example) the RFP stipulates that award of the event is based on a sponsorship of a certain value. That allows TBID properties to respond to RFP as well as a retail business. It was also discussed that in other cases the RFP should be sent first to TBID hotels then if no response then the RFP is allowed to be broadened to other local businesses. Third discussion point was regarding host hotels for signature events. It was agreed that we will not establish a host hotel procedure for KCVB signature events and instead continue to promote all TBID properties and feature packages as submitted by individual properties. For other events (non KCVB signature events) organizers may select a host hotel. Rob will draft ranking/scoring system for RFP and submit to board for discussion at July meeting.

Action: No action taken, revisited at July meeting.

3. Board Discussion

- a. Spartan Race Recap: 5,500 racers registered, 600 kids, 80% out of market (increase from 64% in 2013). Estimated that it created 1300 room nights in Flathead Valley. Next year 2- days, May 9 & 10. Sprint held on Saturday and a Spartan Beast on Sunday. The higher level Spartan offerings will serve to attract an even greater number of traveling racers. Economic Impact data will be available in July.
- b. MHSRA Finals Recap: 235 competitors participated in 491 events. 98% OOM, 100+ Montana towns/cities were represented. Over 100 people camped at the Majestic. The TBID budget properties are reporting good pickup. Estimate 500 room nights generated to TBID.
- c. KCVB Updates: Glacier AERO: approximately \$20,000 left to reach goal. Will negotiate with United for weekly winter service from Chicago. TBID property owners are encouraged to consider an individual pledge as attracting additional air service is vital to increasing occupancy during the shoulder and winter seasons. Voice of Montana Tourism has put out a whitepaper on a conceptual framework for a legislative initiative for 2015. It is suggested that one half (1.5%) of the current Lodging Sales Tax (3%) be redirected from the state general fund to tourism marketing. This concept would generate approximately \$27,000 for the KCVB. Concerns are that it would raise awareness of TBID's which to this point have "flown under the radar" of the legislators. Questions have come up as to why tourism needs more funding when many communities are creating TBID's. Conflicting views of whether to take a more proactive aggressive approach to recoup the 3% as other entities will be looking at it, or remain proactive about tourism's impact on the state economy to protect the 4%. Reference materials available upon request. TBID 3rd quarter revenue shows a 7% increase in room nights over FY'13. Homewood Suites and Best Western were not part of the FY'13 Q3 collection. Those room nights were not included in the calculation. Kalispell VIC - Toni Moon has been hired as the VIC Coordinator. Vonnie

is transitioning into the role of Sales Assistant with the KCVB as approved in the FY'15 budget. The VIC will be open weekends beginning late June through Labor Day.

Meeting was adjourned at 4:43 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Lori Fisher, Board Chairman, lori.fisher@hilton.com or 406-755-7900

Diane Medler, CVB Director, diane@discoverkalispell.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Expenditures
July 9, 2014

TBID General Funds – Expense Summary May 2014

Admin:

Telephone: monthly payments; Mar-May reimbursement to Rob
Travel/Entertainment: misc mileage & fuel, entertainment, meeting with Partners

Consumer Marketing - \$2,686.80: Facebook ads; Glacier Park Go Ranger brochure ad; airport stocking

Events - \$9,386: Transfer to KCVB events account for High School Rodeo; sponsorship of KATS Swim Team promo

Group - \$6,132.75: Transfer to KCVB events account for High School Rodeo; RMI Fam gifts

KCVB Event Funds - Summary Jan through May 2014

Dragon Boat:

Income - \$38,258.50: registrations and sponsors

Expenses - \$7,496.21: bookkeeping; bank/credit card fees; team materials; marketing; traing

Pond:

Income - \$81,537.98

Expenses - \$78,549.17

Rodeo:

Income - \$102,850.00: sponsors; registration; vendors

Expenses - \$63,130.06: awards; venue lease; professional services; insurance; supplies; volunteer/VIP

Spartan:

Income - \$16,451.75: beverage sales; sponsors

Expenses - \$31,500.38: staff meals; venue lease; pre-game; VIP/volunteer expenses; insurance

Tourism Business Improvement District
Balance Sheet
As of May 31, 2014

	<u>May 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	134,322.03
1010 - Checking	134,322.03
Total Checking/Savings	<u>134,322.03</u>
Total Current Assets	134,322.03
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>163,507.31</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	16,436.33
2000 - Accounts Payable	16,436.33
Total Accounts Payable	<u>16,436.33</u>
Total Current Liabilities	16,436.33
Total Liabilities	16,436.33
Equity	
32000 - Unrestricted Net Assets	168,885.32
Net Income	-21,814.34
Total Equity	<u>147,070.98</u>
TOTAL LIABILITIES & EQUITY	<u>163,507.31</u>

**Tourism Business Improvement District
 Profit & Loss Budget vs. Actual
 July 2013 through May 2014**

	Jul '13 - May 14	Budget	\$ Over Budget	% of Budget
Income				
4000 - TBID Revenue	430,982.00	495,000.00	-64,018.00	87.1%
4100 - Interest Income	143.58			
Total Income	431,125.58	495,000.00	-63,874.42	87.1%
Expense				
5000 - Staffing	121,059.10	146,918.00	-25,858.90	82.4%
5100 - Administrative	27,356.95	31,400.00	-4,043.05	87.1%
5200 - Research & Education	12,785.14	8,800.00	3,985.14	145.3%
5250 - Web Site	21,639.02	25,000.00	-3,360.98	86.6%
5400 - Consumer Marketing	91,570.52	87,150.00	4,420.52	105.1%
5500 - Event Marketing	110,290.14	85,000.00	25,290.14	129.8%
5550 - Group Marketing	26,005.19	79,000.00	-52,994.81	32.9%
5650 - Public Relations	25,793.84	19,732.00	6,061.84	130.7%
5700 - Publications	8,167.40	12,000.00	-3,832.60	68.1%
6000 - Prior Fiscal Year Expense	8,272.62			
Total Expense	452,939.92	495,000.00	-42,060.08	91.5%
Net Income	-21,814.34	0.00	-21,814.34	100.0%

**Tourism Business Improvement District
Profit & Loss
May 2014**

	May 14	Jul '13 - May 14
5495 · Wayfinding Signage	0.00	13.00
Total 5400 · Consumer Marketing	2,686.80	91,570.52
5500 · Event Marketing		
5501 · Dragon Boat	0.00	28,000.00
5502 · Spartan Event	0.00	634.00
5505 · Event Promoter Recruitment	0.00	13,688.95
5509 · Pond Hockey	0.00	58,325.00
5549 · Other Event Marketing	9,386.00	9,642.19
Total 5500 · Event Marketing	9,386.00	110,290.14
5550 · Group Marketing		
5555 · Trade Show, FAM Trips	0.00	4,681.37
5565.10 · Portland	0.00	191.07
5565.6 · MEET West	0.00	4,872.44
Total 5565 · Trade Show, FAM Trips	0.00	9,744.88
5570 · Incentive Program	132.75	132.75
5584 · Sports Tournament Recruitment	6,000.00	21,000.00
Total 5550 · Group Marketing	6,132.75	26,005.19
5650 · Public Relations		
5660 · Hosting Travel Media	0.00	13,198.15
5665 · Press Releases	0.00	11,090.77
5675 · Visitor Hospitality	100.00	100.00
5680 · Kalispell Merchandise	0.00	1,404.92
Total 5650 · Public Relations	100.00	25,793.84
5700 · Publications		
5710 · Visitor Guide	0.00	6,100.00
5790 · Other Publications	0.00	2,067.40
Total 5700 · Publications	0.00	8,167.40
6000 · Prior Fiscal Year Expense	0.00	8,272.62
Total Expense	30,730.17	452,939.92
Net Income	<u>-30,719.59</u>	<u>-21,814.34</u>

**Tourism Business Improvement District
Profit & Loss
May 2014**

	May 14	Jul '13 - May 14
Income		
4000 - TBID Revenue	0.00	430,982.00
4100 - Interest Income	10.58	143.58
Total Income	10.58	431,125.58
Expense		
5000 - Staffing	5,522.87	60,412.78
5010 - Director	5,566.66	60,646.32
5020 - Sales Manager		
Total 5000 - Staffing	11,089.53	121,059.10
5100 - Administrative		
5350 - City of Kallispell Admin Fee	0.00	5,000.00
5110 - Bank Fees	1.05	110.73
5120 - Audit	0.00	1,500.00
5125 - Bookkeeping	140.00	2,528.75
5140 - Office Supplies	0.00	2,362.30
5150 - Postage & Copies	163.11	3,104.48
5160 - Rent	665.00	6,215.00
5165 - Storage Unit	0.00	540.00
5180 - Telephone	339.20	2,642.75
5185 - Travel & Entertainment	102.85	2,189.12
5190 - Technology Support	0.00	305.95
5195 - Equipment (Software)	23.88	857.87
Total 5100 - Administrative	1,335.09	27,356.95
5200 - Research & Education		
5230 - Organizational Memberships	0.00	7,737.06
5210 - Smith Travel Reports	0.00	4,800.00
5220 - Training & Education	0.00	248.08
Total 5200 - Research & Education	0.00	12,785.14
5250 - Web Site		
5270 - Maintenance & Enhancements	0.00	13,626.70
5280 - SEO & SEM	0.00	8,012.32
Total 5250 - Web Site	0.00	21,639.02
5400 - Consumer Marketing		
5485 - Airline Enhancement	0.00	3,000.00
5405 - Build Photo and Video Library	0.00	28,396.72
5410 - Kallispell Promotional Video	0.00	245.69
5430 - Social Media Administration	156.80	16,199.88
5440 - Creative Services	0.00	17,991.71
5450 - Media Buy	2,450.00	12,895.00
5460 - Travel Show Attendance	30.00	11,807.46
5470 - Trade Show Booth	0.00	309.81
5480 - Airport VIC Kiosk	50.00	711.25

**Tourism Business Improvement District
Profit & Loss Budget vs. Actual
July 2013 through May 2014**

	Jul '13 - May 14	Budget	\$ Over Budget	% of Budget
Income				
4000 - TBID Revenue	430,982.00	495,000.00	-64,018.00	87.1%
4100 - Interest Income	143.58			
Total Income	431,125.58	495,000.00	-63,874.42	87.1%
Expense				
5000 - Staffing	60,412.78			
5010 - Director	60,646.32	146,918.00	-146,918.00	0.0%
5020 - Sales Manager	0.00			
5000 - Staffing - Other				
Total 5000 - Staffing	121,059.10	146,918.00	-25,858.90	82.4%
5100 - Administrative				
5350 - City of Kallispell Admin Fee	5,000.00	5,000.00	0.00	100.0%
5110 - Bank Fees	110.73			
5120 - Audit	1,500.00	6,000.00	-4,500.00	25.0%
5125 - Bookkeeping	2,528.75	2,400.00	128.75	105.4%
5140 - Office Supplies	2,362.30	900.00	1,462.30	262.5%
5150 - Postage & Copies	3,104.48	2,400.00	704.48	129.4%
5160 - Rent	6,215.00	6,780.00	-565.00	91.7%
5165 - Storage Unit	540.00			
5170 - Tax Preparation	0.00	200.00	-200.00	0.0%
5180 - Telephone	2,642.75	2,520.00	122.75	104.9%
5185 - Travel & Entertainment	2,189.12	2,500.00	-310.88	87.6%
5190 - Technology Support	305.95	500.00	-194.05	61.2%
5195 - Equipment (Software)	857.87	2,200.00	-1,342.13	39.0%
Total 5100 - Administrative	27,356.95	31,400.00	-4,043.05	87.1%
5200 - Research & Education				
5230 - Organizational Memberships	7,737.06	3,500.00	4,237.06	221.1%
5210 - Smith Travel Reports	4,800.00	4,800.00	0.00	100.0%
5220 - Training & Education	248.08	500.00	-251.92	49.6%
Total 5200 - Research & Education	12,785.14	8,800.00	3,985.14	145.3%
5250 - Web Site				
5270 - Maintenance & Enhancements	13,626.70	15,000.00	-1,373.30	90.8%
5280 - SEO & SEM	8,012.32	10,000.00	-1,987.68	80.1%
Total 5250 - Web Site	21,639.02	25,000.00	-3,360.98	86.6%
5400 - Consumer Marketing				
5485 - Airline Enhancement	3,000.00			
5405 - Build Photo and Video Library	28,396.72	15,000.00	13,396.72	189.3%
5410 - Kallispell Promotional Video	245.69			
5430 - Social Media Administration	16,199.88	20,000.00	-3,800.12	81.0%
5440 - Creative Services	17,991.71	8,000.00	9,991.71	224.9%
5450 - Media Buy	12,895.00	25,000.00	-12,105.00	51.6%
5460 - Travel Show Attendance	11,807.46	8,000.00	3,807.46	147.6%

Tourism Business Improvement District Profit & Loss Budget vs. Actual July 2013 through May 2014

	Jul '13 - May 14	Budget	\$ Over Budget	% of Budget
5470 - Trade Show Booth	309.81	400.00	-90.19	77.5%
5480 - Airport VIC Kiosk	711.25	750.00	-38.75	94.8%
5495 - Wayfinding Signage	13.00	10,000.00	-9,987.00	0.1%
Total 5400 - Consumer Marketing	91,570.52	87,150.00	4,420.52	105.1%
5500 - Event Marketing				
5501 - Dragon Boat	28,000.00	25,000.00	3,000.00	112.0%
5501 - Dragon Boat - Other				
Total 5501 - Dragon Boat	28,000.00	25,000.00	3,000.00	112.0%
5502 - Spartan Event	634.00	20,000.00	-19,366.00	3.2%
5505 - Event Promoter Recruitment	13,688.95	10,000.00	3,688.95	136.9%
5509 - Pond Hockey	58,325.00	20,000.00	38,325.00	291.6%
5549 - Other Event Marketing	9,642.19	10,000.00	-357.81	96.4%
Total 5500 - Event Marketing	110,290.14	85,000.00	25,290.14	129.8%
5550 - Group Marketing				
5573 - Group Photo & Video Library	0.00	6,000.00	-6,000.00	0.0%
5565 - Trade Show, FAM Trips	4,681.37			
5565.10 - Portland	191.07			
5565.6 - MEET West	0.00			
5565 - Trade Show, FAM Trips - Other	4,490.30	20,000.00	-20,000.00	0.0%
Total 5565 - Trade Show, FAM Trips	4,872.44	20,000.00	-15,127.56	24.4%
5567 - Meeting Planner FAM	0.00	10,000.00	-10,000.00	0.0%
5570 - Incentive Program	132.75	5,000.00	-4,867.25	2.7%
5575 - Online Advertising	0.00	10,000.00	-10,000.00	0.0%
5580 - Print Advertising	0.00	8,000.00	-8,000.00	0.0%
5583 - Customer Relationship Mgmt Syst	0.00	5,000.00	-5,000.00	0.0%
5584 - Sports Tournament Recruitment	21,000.00	15,000.00	6,000.00	140.0%
Total 5550 - Group Marketing	26,005.19	79,000.00	-52,994.81	32.9%
5650 - Public Relations				
5660 - Hosting Travel Media	13,198.15	7,300.00	5,898.15	180.8%
5665 - Press Releases	11,090.77	10,000.00	1,090.77	110.9%
5675 - Visitor Hospitality	100.00	500.00	-400.00	20.0%
5680 - Kalispell Merchandise	1,404.92	1,932.00	-527.08	72.7%
Total 5650 - Public Relations	25,793.84	19,732.00	6,061.84	130.7%
5700 - Publications				
5710 - Visitor Guide	6,100.00			
5790 - Other Publications	2,067.40			
5700 - Publications - Other	0.00	12,000.00	-12,000.00	0.0%
Total 5700 - Publications	8,167.40	12,000.00	-3,832.60	68.1%
6000 - Prior Fiscal Year Expense	8,272.62			

3:04 PM
 06/23/14
 Accrual Basis

**Tourism Business Improvement District
 Profit & Loss Budget vs. Actual
 July 2013 through May 2014**

	Jul '13 - May 14	Budget	\$ Over Budget	% of Budget
Total Expense	452,939.92	495,000.00	-42,060.08	91.5%
Net Income	-21,814.34	0.00	-21,814.34	100.0%

Kalispell Chamber of Commerce
KCVB P&L by Class
January through May 2014

	<u>Dragon Boat</u>	<u>Pond Hockey</u>	<u>Spartan</u>	<u>MHSR</u>	<u>TOTAL</u>
Ordinary Income/Expense					
Income					
4225.00 · Beverage Sales	0.00	6,124.00	10,521.00	0.00	16,645.00
4250.00 · Donations	0.00	40.00	0.00	0.00	40.00
4550.00 · Merchandise	0.00	368.00	0.00	0.00	368.00
4600.00 · Other Income	0.00	155.30	0.00	0.00	155.30
4650.00 · Parking/Camping	0.00	1,840.00	0.00	45,930.00	47,770.00
4700.00 · Registrations	30,458.50	10,500.00	0.00	0.00	40,958.50
4850.00 · Sponsors	7,800.00	60,467.50	5,930.75	56,920.00	131,118.25
4900.00 · Ticket Sales	0.00	2,043.18	0.00	0.00	2,043.18
Total Income	<u>38,258.50</u>	<u>81,537.98</u>	<u>16,451.75</u>	<u>102,850.00</u>	<u>239,098.23</u>
Expense					
5000.00 · Purchases	0.00	1,040.00	0.00	1,591.50	2,631.50
5010.00 · Advertising & Marketing	0.00	4,427.58	0.00	160.00	4,587.58
5040.00 · Awards & Recognition	0.00	25.30	0.00	25,934.10	25,959.40
5060.00 · Bank & Credit Card Fees	254.90	0.00	15.95	-0.08	270.77
5160.00 · Contributions	0.00	5,350.00	0.00	0.00	5,350.00
5180.00 · Concessions/Catering	0.00	4,158.96	5,299.85	0.00	9,458.81
5200.00 · Dues & Subscriptions	895.00	0.00	0.00	0.00	895.00
5240.00 · Hospitality	0.00	0.00	818.65	0.00	818.65
5260.00 · Insurance	0.00	2,759.00	568.00	840.00	4,167.00
5320.00 · Leased Equipment/Space	250.00	15,934.00	12,089.44	0.00	28,273.44
5360.00 · Meetings	24.50	62.88	72.60	158.12	318.10
5400.00 · Miscellaneous	0.00	175.00	0.00	0.00	175.00
5420.00 · Office	0.00	5,107.21	437.97	61.41	5,606.59
5440.00 · Participant's Exp	837.52	2,185.00	0.00	0.00	3,022.52
5460.00 · Permits & Fees	0.00	30.00	20.00	0.00	50.00
5480.00 · Event Performers	0.00	150.00	1,000.00	0.00	1,150.00
5520.00 · Professional Services	517.50	20,527.18	4,030.35	5,014.75	30,089.78
5540.00 · Promotor Expenses	0.00	13,517.49	1,955.00	4,500.00	19,972.49
5560.00 · Repairs & Maintenance	0.00	195.00	325.00	0.00	520.00
5580.00 · Research & Surveys	0.00	0.00	63.00	96.00	159.00
5670.00 · Supplies	0.00	1,350.39	867.87	290.22	2,508.48
5700.00 · Training & Prof Development	4,716.79	0.00	0.00	0.00	4,716.79
5720.00 · Transportation	0.00	0.00	200.00	0.00	200.00
5740.00 · Travel	0.00	74.49	69.41	0.00	143.90
5760.00 · Utilities	0.00	106.26	0.00	0.00	106.26
5780.00 · VIP/Sponsor/Staff	0.00	1,373.43	3,667.29	1,073.92	6,114.64
Total Expense	<u>7,496.21</u>	<u>78,549.17</u>	<u>31,500.38</u>	<u>39,719.94</u>	<u>157,265.70</u>
Net Ordinary Income	<u>30,762.29</u>	<u>2,988.81</u>	<u>-15,048.63</u>	<u>63,130.06</u>	<u>81,832.53</u>
Net Income	<u><u>30,762.29</u></u>	<u><u>2,988.81</u></u>	<u><u>-15,048.63</u></u>	<u><u>63,130.06</u></u>	<u><u>81,832.53</u></u>

Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of May 2014

Currency: USD - US Dollar

	Current Month - May 2014 vs May 2013												Year to Date - May 2014 vs May 2013												Participation			
	Occ %		ADR		Rev/PAR		Percent Change from May 2013		Room		Room		Room		Room		Room		Properties	Rooms								
	2014	2013	2014	2013	2014	2013	Occ	ADR	Rev/PAR	Rev	Room	Avail	Sold	2014	2013	2014	2013	Occ	ADR	Rev/PAR	Rev	Room	Avail	Sold	Census	Sample	Census	Sample
Kalispell, MT+	49.2	49.9	86.03	81.89	42.29	40.84	-1.4	5.1	3.6	10.3	6.5	5.0	38.8	40.2	78.78	76.33	30.59	30.71	-3.5	3.2	-0.4	6.0	6.5	2.7	20	15	1657	1447
Missoula, MT+	65.0	64.9	89.83	86.75	58.42	56.34	0.1	3.6	3.7	3.7	0.0	0.1	49.3	48.1	80.89	79.07	39.85	38.03	2.4	2.3	4.8	4.8	0.0	2.4	41	24	3107	2194
Butte, MT+	50.8	49.8	84.73	81.36	43.08	40.48	2.2	4.1	6.4	14.1	7.2	9.6	41.4	41.9	81.40	78.59	33.70	32.90	-1.1	3.6	2.4	9.8	7.2	6.0	14	10	1250	973
Bozeman, MT+	65.7	62.0	92.16	90.64	60.56	56.19	6.0	1.7	7.8	11.9	3.8	10.0	55.5	53.9	82.42	81.40	45.78	43.88	3.0	1.3	4.3	9.6	5.1	8.3	28	16	2150	1494
Whitefish, MT+	58.5	56.5	77.05	75.85	45.05	42.85	3.5	1.6	5.1	6.7	1.5	5.1	44.0	42.3	89.27	87.66	30.50	28.65	4.0	2.4	6.4	10.0	3.4	7.5	14	2	762	224
Rapid City, SD	41.4	38.4	131.06	125.74	54.22	48.30	7.7	4.2	12.3	11.8	-0.4	7.3	49.8	48.2	320.56	310.31	159.73	149.42	3.5	3.3	6.9	6.4	-0.4	3.0	86	48	6148	4487
Park City, UT+	58.8	59.4	84.22	82.24	49.54	48.87	-1.0	2.4	1.4	1.2	-0.2	-1.2	52.5	53.3	83.72	81.55	43.91	43.47	-1.6	2.7	1.0	0.9	-0.1	-1.7	50	36	3807	2322
Helena/Great Falls, MT	63.6	65.4	113.64	107.15	72.26	70.04	-2.7	6.1	3.2	10.6	7.2	4.3	46.1	48.0	100.82	94.95	46.49	45.53	-3.8	6.2	2.1	9.4	7.2	3.1	21	14	1762	1565
Coeur D Alene, ID+	53.0	48.4	95.36	95.16	50.56	46.10	9.4	0.2	9.7	9.7	0.0	9.4	43.4	40.4	81.56	80.90	35.42	32.71	7.4	0.8	8.3	8.3	0.0	7.4	8	4	396	244
Sandpoint, ID+	68.6	67.0	108.23	100.64	74.29	67.39	2.5	7.5	10.2	10.2	-0.0	2.5	57.8	54.4	99.75	93.82	57.68	51.02	6.3	6.3	13.0	13.0	-0.0	6.3	37	19	2728	1557
Bend, OR+	69.6	68.8	99.66	99.09	69.33	68.13	1.2	0.6	1.8	1.8	0.0	1.2	59.7	57.7	94.63	93.00	56.49	53.67	3.5	1.7	5.3	5.3	0.1	3.5	57	38	5835	5050
Spokane WA+	70.8	74.1	89.74	85.45	63.54	63.35	-4.5	5.0	0.3	0.3	0.0	-4.5	60.3	61.1	86.35	82.30	52.03	50.28	-1.4	4.9	3.5	5.1	1.5	0.1	46	30	4147	3318

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Smith Travel Research Report for Montana Lodging & Hospitality Association - May 2014 vs May 2013

Segment	Month to Month Occupancy Percent		
	2014	2013	% Chg
United States	67.0	63.8	4.9
Mountain	64.7	61.4	5.5
Montana	61.0	60.6	0.7
Billings	70.7	73.8	-4.2
Bozeman/Yellowstone Area	65.0	61.2	6.2
Missoula	64.3	64.4	0.0
Helena/Great Falls	58.8	59.4	-1.0

Segment	Year to Date Occupancy Percent		
	2014	2013	% Chg
United States	62.1	60.1	3.4
Mountain	62.1	58.7	5.9
Montana	49.5	49.3	0.4
Billings	60.1	60.8	-1.1
Bozeman/Yellowstone Area	49.2	46.4	6.0
Missoula	48.6	47.5	2.3
Helena/Great Falls	52.5	53.3	-1.6

Segment	Average Room Rate		
	2014	2013	% Chg
United States	115.35	110.03	4.8
Mountain	98.57	94.17	4.7
Montana	89.75	86.70	3.5
Billings	90.22	85.87	5.1
Bozeman/Yellowstone Area	97.53	93.71	4.1
Missoula	89.49	86.50	3.5
Helena/Great Falls	84.22	82.24	2.4

Segment	Average Room Rate		
	2014	2013	% Chg
United States	113.58	109.11	4.1
Mountain	107.65	102.47	5.1
Montana	83.20	81.37	2.3
Billings	86.79	82.70	4.9
Bozeman/Yellowstone Area	83.57	81.89	2.0
Missoula	80.68	78.86	2.3
Helena/Great Falls	83.72	81.55	2.7

Segment	RevPAR		
	2014	2013	% Chg
United States	77.27	70.25	10.0
Mountain	63.82	57.79	10.4
Montana	54.79	52.54	4.3
Billings	63.78	63.35	0.7
Bozeman/Yellowstone Area	63.38	57.34	10.5
Missoula	57.57	55.66	3.4
Helena/Great Falls	49.54	48.87	1.4

Segment	RevPAR		
	2014	2013	% Chg
United States	70.52	65.53	7.6
Mountain	66.89	60.15	11.2
Montana	41.19	40.12	2.7
Billings	52.18	50.28	3.8
Bozeman/Yellowstone Area	41.08	37.96	8.2
Missoula	39.19	37.44	4.7
Helena/Great Falls	43.91	43.47	1.0

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	11.0	0.9	5.9
Mountain	11.2	0.7	6.3
Montana	6.6	2.2	3.0
Billings	0.7	0.0	-4.2
Bozeman/Yellowstone Area	14.5	3.6	10.0
Missoula	3.4	0.0	0.0
Helena/Great Falls	1.2	-0.2	-1.2

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	8.5	0.8	4.3
Mountain	11.9	0.6	6.5
Montana	5.4	2.6	3.1
Billings	5.2	1.4	0.3
Bozeman/Yellowstone Area	12.9	4.3	10.6
Missoula	4.7	0.0	2.3
Helena/Great Falls	0.9	-0.1	-1.7

DiscoverKalispell.com		
	Q2 (Apr-Jun)	% of change vs. Q2 2013
Unique Visits	27,102	9.41%
Page Views	77,113	-17.15%
Pg/Visit	2.36	-21.89%
New Visits	80.02%	2.94%
Bounce Rate	52.75%	9.88%
Devices		
desktop	visits = 18,448	-17.1%
	pages/visit = 2.64	-17.02%
	avg duration = 2:34	2.85%
	bounce rate = 46.41%	3.57%
mobile	visits = 7,929	91.61%
	pages/visit = 1.61	-16.74%
	avg duration = 1.13	-4.75%
	bounce rate = 71.09%	7.29%
tablet	visits = 6,319	42.32%
	pages/visit = 2.47	-23.07%
	avg duration = 2:42	-1.66%
	bounce rate = 48.22%	2.59%
Referring Sites	City of Kalispell; trip advisor; facebook; mtrodeo; Kalispell Chamber; downtownkalispell; banner ads; MT Dragon Boat	
Visits by Location	US = 22,930	6.78%
	CANADA = 8,801	0.54%
Canadian Provinces	Alberta = 6,473	5.37%
	British Columbia = 1,402	-6%
	Saskatchewan = 419	44.48%
Social Media		
Discover Kalispell	Total Likes 28,760	391 new likes since April 1
	Avg total reach/day = 13,553 (organic)	
Trip Advisor		
	May-14	% of change vs May 2014
Page views	3,477	-2.19%
Total clicks to website	280	-38.60%
CTR by pageview	8.05%	-37.22%
Interaction rate	13.0%	-45.77%
Total Clicks/Interactions	453	-46.96% ***
Visitor Center		
	Q2 (Apr - Jun)	% of change vs Q2 2014
Walk-ins	1319	2%
Phone	303	-8%
Vacation Packets	539	5%
Email	96	-21%