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**MISSION** – *To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.*

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**TOURISM BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
November 14th, 2019  
CHAMBER BOARD ROOM – 8:30 AM**

*Other than the meeting start time, any time listed is approximate and agenda items may be rearranged.  
Action may be taken on any item listed on the agenda.*

- I. Call to Order – J. Studiner, Chairman.....8:30
- II. Public Comment – Comments offered regarding items not included on the agenda  
(Comments limited to three (3) minutes per speaker.)
- III. Approval of October Board Meeting Minutes – J. Studiner, – Pages 2-3.....ACTION
- IV. Approval of October Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-5.....ACTION
- V. New Business.....8:35-9:10
  - a. Jehovah’s Witnesses Watchtower Contract – S. Cattarin.....ACTION
    - i. Guest: Bill Frates, Jehovah’s Witnesses (local representative)
  - b. Yellowstone County Commissioner Presentation – A. Tyson/S. Mann
- VI. Old Business.....9:10-9:30
  - a. FY20 Meeting and Convention Recruitment Update – S. Cattarin
  - b. TBID Grant Program – A. Voeltz
- VII. Partner Update.....9:30-9:40
  - a. Chamber of Commerce – Doug Miles, Chamber Board/TBID/Visit SEMT Board Liaison
  - b. YCLA Update
- VIII. Board Comments.....9:40-9:50
- IX. Adjournment – J. Studiner .....ACTION

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Next Meeting: December, 12<sup>th</sup> 2019



*Managed by the Billings Chamber*

**BOARD OF DIRECTORS**  
**MINUTES – September 16th, 2019**

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**Board Members Present:** Ron Spence, George Maragos, Steve Wahrlich, Lori Walker, Brian Arneson, Joe Studiner, Shelli Mann

**Board Members Absent:**

**Ex-Officio Member Present:** Doug Miles

**Staff Present:** Alex Tyson, Alyssa Voeltz, Luke Ashmore, Alyson Murnion, Megan Stevenson, Stefan Cattarin, John Brewer, Brenda Maas

**Others Present:** Amy Barnhart with Residence Inn; Shinead Field with Kelly Inn; Joyce Bratland with Best Western Plus Kelly Inn; Stacy Lind and Autumn Albert with Erck Hotels; Kacy Keith with the SureStay Plus by Best Western.

**Call to Order**

Joe called the meeting to order at 8:30 a.m.

**Approval of Board Minutes**

Request for a motion to approve the September Board Meeting Minutes.

MOTION: Steve motioned to approve minutes; Brian seconded; Motion carried

**Approval of Financial & Variance Reports**

Request for a motion to approve the September Financial and Variance Reports.

MOTION: Steve motioned to approve the financial reports; Brian seconded; Motion carried

TBEX Financials to Date – Megan and Alex walked the Board through the Financials for TBEX.

TBID Audit Information – No discussion, moved to future meeting.

**New Business**

Visit Southeast Montana Partnership (Dark Skies Initiative/Astro-tourism & TBEX Follow-up) – Brenda gave a presentation on partnership between Visit Billings and SEMT with RMI, IPW, Taste Our Place, and TBEX. She discussed the positive impacts of TBEX on SEMT. She also gave a brief update on what's next for SEMT with Astro-tourism and the Eastern Montana initiative.

Build Grant – John discussed the importance of the Build Grant and how this will help complete trails within the community.

**Old Business**

Billings Chamber Air Service Committee – John updated the Board on what's happening with Air service in our community and throughout the state. He discussed positive conversations with American Airlines, Delta, and United. John gave a brief overview of the ground breaking for the Airport renovation.

October Leisure Market Report – Aly presented a Leisure marketing report to the Board. She gave a campaign overview and discussed website traffic, YouTube, Pinterest, Instagram, and Distillery. Aly also discussed the Fall and Winter regional campaign and who they are targeting. She then gave an update on how TBEX is still impacting our community.

ACGI Follow-up – Aly updated the Board on her trip to ACGI and her appointments and how she was able to assist them with their Billings tours.

Billings Trail Guides Presentation – Alyssa walked through the Trail Guide presentation for the Board. She discussed how the program will benefit their business. She reminded the Board that this presentation can be given on-site with their staff and only take an hour and 30 minutes.

Billings Tourism Event Information – Alex discussed the agenda and flow of the tourism event taking place on October 28<sup>th</sup>.

**Partner Updates**

Chamber of Commerce – Doug invited the Board to participate in the Chamber AM program on Early Childhood Education. He also updated the Board on the Chamber Breakfast with Tony Hawk as the speaker.

YCLA Update – Shinead invited the Board to the meeting on October 23<sup>rd</sup> where they will hear from the Fire Department.



**Board Comments**

Shelli informed the Board of her conversation with Roy Neece and how he is looking to use TBID dollars to pay for public safety. Steve suggested incorporating an orientation with new City Council to help educate and remind them on TBID's Mission.

Steve updated the Board that the State's budget in 2021 does not include dollars towards the Eastern Montana Initiative and how he feels this would be a huge step backwards

Steve made a motion to adjourn the meeting; George seconded. Meeting adjourned at 10:30.

Submitted by Alyssa Voeltz



## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of October 31, 2019

Revenue over expenses is \$21,320 over budget.

Revenue is \$2,815 over budget from assessments and interest income.

Expenses are \$18,505 under budget.

- Staff Expenses are \$6,273 under budget from staffing changes.
- Administrative Expenses are \$2,381 under budget from meetings, postage and telephone.
- Marketing Expenses are \$9,851 under budget from the following:
  - Advertising is under budget \$1,468 from the recent BCF visit and timing on national advertising expenses.
  - General Opportunity is \$7,839 under budget from the TBEX airfare. These expenses were covered by the TBEX sponsor funds.
  - Website is under budget \$428 due to timing of when work is performed and necessary.

**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
October 2019**

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR Oct 2018 Actual
	Actual	Budget	Oct 2019 Actual	Oct 2019 Budget		
<b>Income</b>						
4001100 · TBID Assessments	-	-	981,228	981,039	1,840,000	919,844
4001500 · Miscellaneous Income	489	-	2,626	-	-	914
Carryover from 2018-2019	-	-	-	-	24,000	-
<b>Total Income</b>	<b>489</b>	<b>0</b>	<b>983,854</b>	<b>981,039</b>	<b>1,864,000</b>	<b>920,758</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	24,809	25,000	126,261	130,900	332,200	115,734
5007100 · FICA Expense	1,838	1,950	8,646	9,590	25,300	7,851
5007200 · Unemployment Expense	56	351	541	1,596	4,400	623
5007400 · Health & Accident Expense	3,498	2,993	15,240	13,653	37,600	11,999
5007500 · Retirement Expense	1,874	2,266	8,228	9,433	26,025	7,809
5007700 · Workers Compensation Expense	140	135	598	615	1,700	560
5007800 · Staff Employment Expense	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>32,215</b>	<b>32,695</b>	<b>159,514</b>	<b>165,787</b>	<b>427,225</b>	<b>144,577</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	603	735	3,084	3,040	11,820	2,871
5009300 · Equipment & Repair Expense	146	208	674	832	4,000	1,110
5009500 · Liability Insurance	532	550	2,375	2,400	2,400	1,843
5009600 · Meeting Expenses	1,249	1,228	2,911	3,117	10,200	3,176
5009650 · TBID Communications	-	-	92	100	3,000	81
5009700 · Office Supplies	6	83	1,403	1,532	2,200	1,768
5009750 · Postage	139	417	648	1,668	7,000	1,946
5009800 · Professional Training	560	900	5,887	6,300	16,650	2,630
5009850 · Legal and Accounting	-	-	500	550	16,200	4,482
5009900 · Telephone/Wireless Equipment	410	556	1,809	2,224	6,668	1,762
<b>Total 5009000 · Administrative Expenses</b>	<b>3,645</b>	<b>4,677</b>	<b>19,382</b>	<b>21,763</b>	<b>80,138</b>	<b>21,668</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	112,929	111,300	189,207	190,675	684,000	199,585
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	(6,989)	800	7,281	15,120	116,500	20,962
5152500 · Printed Materials	8,930	8,930	9,937	9,930	74,500	9,390
5153000 · Publicity	372	210	18,645	18,670	145,750	16,506
5154000 · Sales Expenses	1,978	2,000	7,549	7,585	202,500	30,251
5155000 · Tradeshows/Conventions	3,704	3,665	40,326	40,350	87,390	25,858
5156000 · Visitor Information Center	3,600	3,600	6,751	6,790	14,800	296
5156500 · Web Site	2,826	3,125	6,372	6,800	30,197	6,489
<b>Total 5150000 · Marketing Expenses</b>	<b>127,350</b>	<b>133,630</b>	<b>286,068</b>	<b>295,920</b>	<b>1,356,637</b>	<b>309,338</b>
<b>Total Expense</b>	<b>163,210</b>	<b>171,002</b>	<b>464,965</b>	<b>483,470</b>	<b>1,864,000</b>	<b>475,583</b>
	<b>(162,721)</b>	<b>(171,002)</b>	<b>518,889</b>	<b>497,569</b>	<b>-</b>	<b>445,176</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	542,848	705,463	446,890
NAIA Tournament	5,019	5,019	10,858
TBEX	-	24,675	-
Unearned Revenue	-	-	-
Contract Reserves	17,533	18,883	18,750
BOD Restricted	294,019	294,019	193,501
<b>Total Cash</b>	<b>859,418</b>	<b>1,048,058</b>	<b>669,999</b>





**VISIT BILLINGS PACE REPORT  
JULY 1, 2019 - JUNE 30, 2020**

**BOOKINGS**

Citywide and Meeting & Convention Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY Goal	% to Goal
Group Bookings	3	3			6	\$140,400	28	21%
Room Nights	124	500			624		7,900	8%
Pending	5	6			12	888,750	N/A	N/A

Citywide Sports and Sports Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY19
Sport Bookings	4				4	\$226,125	20
Room Nights	1,005				1,005		21,895

**FACILITATION**

Billings Trail Guides

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	3	2			5	20	25%
Attendees	38	19			57	200	29%

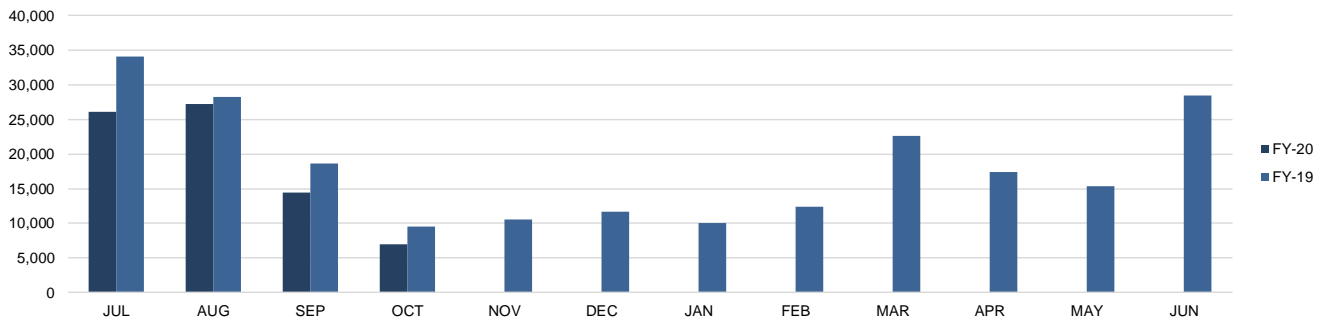
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY19
Group Servicing	23	9				32
Sports Servicing		1				1
Visitor Packets	3,181	632				3,813
						13,654

**WEBSITE TRAFFIC**

FY20	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	25,000	30,000	25,000	15,000	12,000	12,000	11,000	14,000	25,000	18,000	18,000	30,000	235,000
Actual	26,077	27,242	14,473	7,006									74,798
FY19	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Actual	34,107	28,261	18,597	9,545	10,542	11,632	10,076	12,342	22,663	17,454	15,365	28,443	219,027

VisitBillings.com Visits



**PUBLICITY**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual	FY19
Mentions	179	130	773	162									1,244	2,446
Reach	153,600	28,500	218,900	198,700									599,700	1,073,803
Value	47,500	23,500	91,500	62,400									\$224,900	\$782,700



**AVIATION PASSENGERS**

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	134,661	0	0	0	134,661
Total Enplanements	133,078	0	0	0	133,078

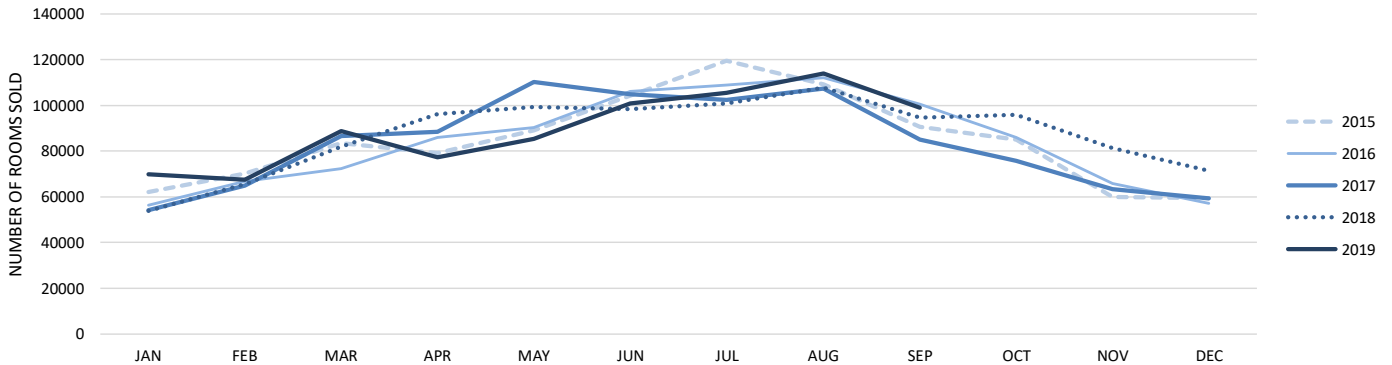
**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

Percent Change													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
2019	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	29.3	2.6	8.4	-19.7	-14.4	2.4	4.4	5.7	4.3				2.3
2018	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	-2.6	0.9	-5.1	9.0	-9.2	-5.5	-2.7	-0.2	9.7	24.5	26.7	19.1	5.4

Number of Rooms Sold													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
2019	68,148	66,086	88,918	77,282	85,243	101,016	105,528	114,107	98,844				805,172
2018	53,917	65,500	81,848	96,164	99,422	98,464	101,004	106,832	93,726	95,046	80,555	71,286	1,043,764

**BILLINGS ROOM ROOM DEMAND 2015-PRESENT**



**OCCUPANCY REPORT**

YTD OCCUPANCY				CURRENT MONTH OCCUPANCY			
LOCATION	2019	2018		LOCATION	2019	2018	
Billings, MT	62.8%	62.2%		Billings, MT	69.9%	67.0%	
Montana	62.4%	61.8%		Montana	71.9%	71.3%	
United States	67.6%	67.6%		United States	67.4%	68.0%	
Bozeman, MT	78.3%	75.1%		Bozeman, MT	84.7%	84.5%	
Missoula, MT	66.2%	68.4%		Missoula, MT	78.6%	80.2%	
Rapid City, SD	60.3%	60.2%		Rapid City, SD	75.2%	80.9%	
Sioux Falls, SD	67.4%	64.0%		Sioux Falls, SD	75.0%	70.3%	
Bismarck, ND	64.1%	57.2%		Bismarck, ND	71.2%	66.6%	
Boise, ID	73.1%	73.8%		Boise, ID	76.9%	76.4%	
Madison, WI	65.0%	67.6%		Madison, WI	70.6%	74.1%	
Helena, MT	64.8%	62.0%		Helena, MT	67.4%	66.0%	
Great Falls, MT	59.0%	60.9%		Great Falls, MT	61.9%	67.4%	

**Current Month Occupancy**

