



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

**TOURISM BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
October 10th, 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 September Board Meeting Minutes – J. Studiner, – Pages 2-3.....ACTION
- IV. Approval of September Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 4-5.....ACTION
  - a. TBEX Financials to Date – A. Tyson/M. Stevenson
  - b. TBID Audit Information – M. Stevenson
- V. New Business.....8:40-9:00
  - a. Visit Southeast Montana Partnership (Dark Skies Initiative/Astro-tourism & TBEX Follow-up) – B. Maas
  - b. Build Grant – J. Brewer
- VI. Old Business.....9:00-10:00
  - a. Billings Chamber Air Service Committee – J. Brewer
  - b. October Leisure Market Report – A. Murnion
  - c. ACGI Follow-up – A. Murnion
  - d. Billings Trail Guides Presentation – A. Voeltz
  - e. Billings Tourism Event Information – A. Tyson
- VII. Partner Update.....10:00-10:10
  - a. Chamber of Commerce – Doug Miles, Chamber Board/TBID/Visit SEMT Board Liaison
  - b. YCLA Update
- VIII. Board Comments.....10:10-10:20
- IX. Adjournment – J. Studiner .....ACTION

Next Meeting: November, 14<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:**

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

**Others Present:** Amy Barnhart and Ginny Hart with Residence Inn; Shinead Field with Kelly Inn; Joyce Bratland with Best Western Plus Kelly Inn; Tor Hunter with Country Inn & Suites; Stay Lind and Autumn Albert with Erck Hotels; Emily, Keith Ireland and Jessica Ireland with BCF Agency; Brian Brown with FIB (Chamber Board Chairman); and Steve Zieir with South Billings Urban Renewal District.

### **Call to Order**

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

### **Welcome to our guest**

Brian Brown thanked the Board for all they do for the Billings community and moving the needle in our community. Brian invited the board to the Candidate Forum on September 19<sup>th</sup> and the Annual Meeting on September 24<sup>th</sup>.

### **Approval of Board Minutes**

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

MOTION: Ron motioned to approve minutes; George seconded; Motion carried

### **Approval of Financial & Variance Reports**

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

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

### **New Business**

Welcome BCF Agency – BCF presented a full creative and marketing update and reviewed the past year. They also discussed future campaigns, goals, and objectives.

South Billings Urban Renewal District Introductions – Steve explain Mr. Jim Tevlin was unavailable to make the meeting due to time of contract signing. He updated on the sports facility in South Billings, the next steps with staffing, and funding mechanisms. He also gave an overview for the turf field at Amend Park - installing in March of 2020.

### **Old Business**

Travel Blog Exchange Follow-Up and Discussion – The Visit Billings team updated the Board on the overall success of the TBEX conference.

- Stefan updated the Board on registration numbers, pick-up known, AV needs and execution, and BHCC staff assistance.
- Aly discussed the influencers we hosted ahead of TBEX and after TBEX. How we are tracking ROI, how the speed networking went during TBEX, and the local media exposure on TBEX.
- Marya gave an overview of the 37 Prebex Tours that departed from BHCC on Tuesday and Wednesday during the conference and the transportation success for the night parties. She also read some of the comments that were talking about Billings, Visit Billings staff, and the residents.
- Luke update the Board on the major design work that took place for this events and how it helps us create future branding ideas for events.
- Alyssa discussed servicing and execution for TBEX, the incredible NextGen volunteers that came out to help, and Trail Guide presentation that took place ahead of TBEX.
- Alex gave the Board a run through of the four night parties and their success as well as the financials to date.



Sports Tourism in Billings – Joe asked the Board for their comments and support on hiring a Sport Sales Manager. Steve motioned to receive a budget and job description before hire.

MOTION: Steve Motioned, Shelli Seconded

DISCUSSION: Alex discussed all avenues including budget, materials, space, and servicing. Alex will provide a follow-up per discussion in November.

FY20 Meeting and Convention Recruitment Update – Stefan updated the Board on the new Meeting Planner Guide, creative shoot, and upcoming shows.

### **Partner Updates**

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

### **Board Comments**

Alex gave an update on where they were at with Matt Brosovich request and discussed that he hasn't responded to meeting requests.

Alex invite the Board to the State of Tourism in Yellowstone County event on October 28<sup>th</sup> at Hampton Inn on Southgate.

Ron 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 September 30, 2019

Revenue over expenses is \$12,933 over budget.

Revenue is \$2,326 over budget from assessments and interest income.

Expenses are \$10,606 under budget.

- Staff Expenses are \$5,792 under budget from staffing changes. This will zero out as the year goes on.
- Administrative Expenses are \$1,349 under budget from meetings, postage and telephone.
- Marketing Expenses are \$3,465 under budget from agency fees due to timing.

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

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR Sept 2018 Actual
	Actual	Budget	Sept 2019 Actual	Sept 2019 Budget		
<b>Income</b>						
4001100 - TBID Assessments	-	-	981,228	981,039	1,840,000	919,844
4001500 - Miscellaneous Income	792	-	2,137	-	-	688
Carryover from 2018-2019	-	-	-	-	24,000	-
<b>Total Income</b>	<b>792</b>	<b>0</b>	<b>983,365</b>	<b>981,039</b>	<b>1,864,000</b>	<b>920,532</b>
<b>Expense</b>						
<b>5001000 - Staff Expenses</b>						
5007000 - Wages	40,996	38,300	101,452	105,900	332,200	92,225
5007100 - FICA Expense	3,105	3,140	6,808	7,640	25,300	6,103
5007200 - Unemployment Expense	147	415	486	1,245	4,400	531
5007400 - Health & Accident Expense	3,764	3,553	11,742	10,660	37,600	8,981
5007500 - Retirement Expense	2,778	3,080	6,354	7,167	26,025	5,907
5007700 - Workers Compensation Expense	153	160	458	480	1,700	420
5007800 - Staff Employment Expense	-	-	-	-	-	-
<b>Total 5001000 - Staff Expenses</b>	<b>50,943</b>	<b>48,648</b>	<b>127,300</b>	<b>133,092</b>	<b>427,225</b>	<b>114,167</b>
<b>5009000 - Administrative Expenses</b>						
5009200 - Computers	1,633	1,535	2,480	2,305	11,820	2,414
5009300 - Equipment & Repair Expense	111	208	528	624	4,000	821
5009500 - Liability Insurance	-	-	1,843	1,850	2,400	1,843
5009600 - Meeting Expenses	687	628	1,662	1,889	10,200	2,007
5009650 - TBID Communications	-	-	92	100	3,000	81
5009700 - Office Supplies	27	83	1,397	1,449	2,200	1,132
5009750 - Postage	109	417	509	1,251	7,000	1,745
5009800 - Professional Training	4,011	4,000	5,327	5,400	16,650	2,630
5009850 - Legal and Accounting	500	550	500	550	16,200	4,238
5009900 - Telephone/Wireless Equipment	524	556	1,399	1,668	6,668	1,297
<b>Total 5009000 - Administrative Expenses</b>	<b>7,602</b>	<b>7,977</b>	<b>15,737</b>	<b>17,086</b>	<b>80,138</b>	<b>18,207</b>
<b>5150000 - Marketing Expenses</b>						
5151000 - Advertising	6,015	9,000	76,277	79,375	684,000	167,609
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	519	520	14,270	14,320	116,500	20,915
5152500 - Printed Materials	1,007	1,000	1,007	1,000	74,500	2,590
5153000 - Publicity	5,840	5,920	18,380	18,460	145,750	15,327
5154000 - Sales Expenses	1,571	1,585	5,571	5,585	202,500	22,654
5155000 - Tradeshow/Conventions	2,199	2,200	36,622	36,685	87,390	23,356
5156000 - Visitor Information Center	119	130	3,151	3,190	14,800	144
5156500 - Web Site	-	-	3,546	3,675	30,197	4,971
<b>Total 5150000 - Marketing Expenses</b>	<b>17,269</b>	<b>20,355</b>	<b>158,825</b>	<b>162,290</b>	<b>1,356,637</b>	<b>257,567</b>
<b>Total Expense</b>	<b>75,814</b>	<b>76,980</b>	<b>301,862</b>	<b>312,468</b>	<b>1,864,000</b>	<b>389,941</b>
	<b>(75,021)</b>	<b>(76,980)</b>	<b>681,504</b>	<b>668,571</b>	<b>-</b>	<b>530,591</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	705,463	785,220	532,305
NAIA Tournament	5,019	5,019	7,161
TBEX	24,675	116,527	-
Unearned Revenue	-	-	-
Contract Reserves	18,883	30,008	18,750
BOD Restricted	294,019	294,019	196,539
<b>Total Cash</b>	<b>1,048,058</b>	<b>1,230,792</b>	<b>754,756</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	\$27,900	28	11%
Room Nights	124				124		7,900	2%
Pending	11				4	600,750	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				3	20	15%
Attendees	38				38	200	19%

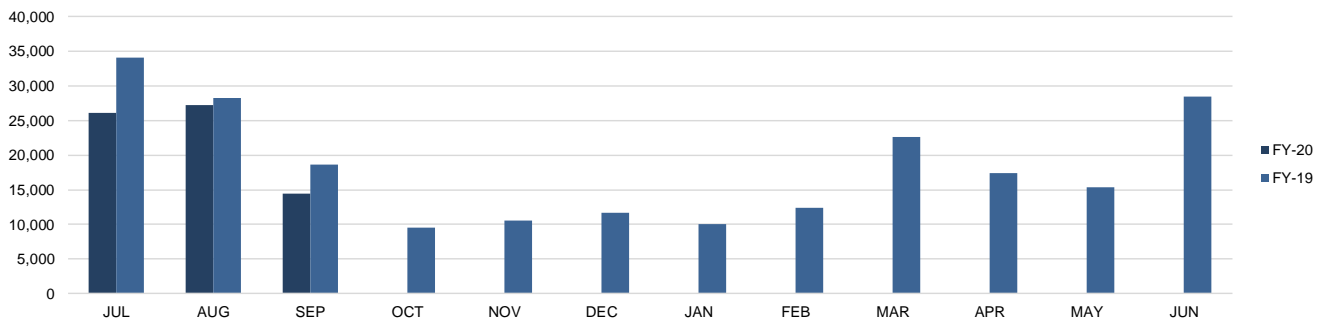
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY19
Group Servicing	14				14	30
Sports Servicing						8
Visitor Packets	2,660				2,660	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										67,792
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										1,082	2,446
Reach	153,600	28,500	218,900										401,000	1,073,803
Value	47,500	23,500	91,500										\$162,500	\$782,700



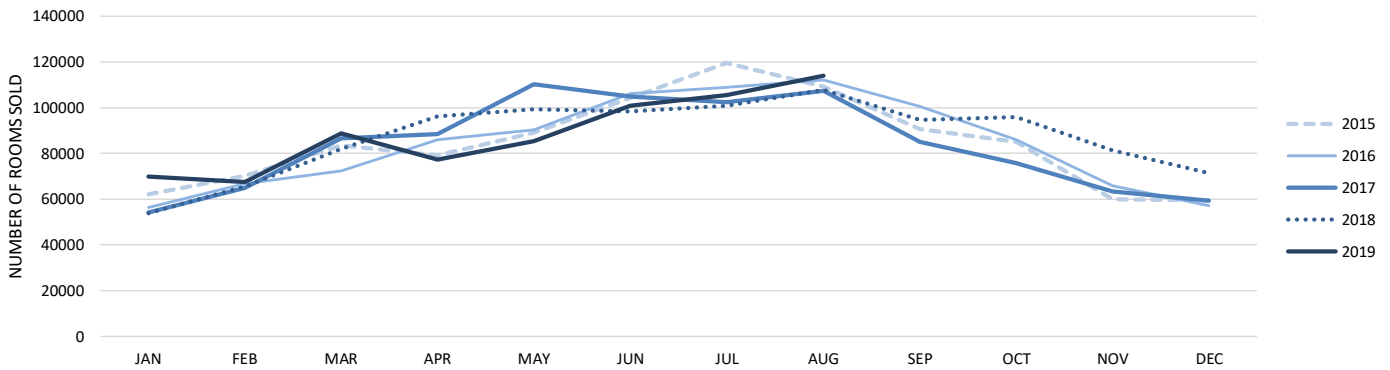
**AVIATION PASSENGERS**

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	93,795	0	0	0	93,795
Total Enplanements	93,626	0	0	0	93,626

**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

Percent Change													
2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
Goal	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					2.3
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
Goal	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													
2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	68,148	66,086	88,918	77,282	85,243	101,016	105,528	114,107					706,328
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	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		
LOCATION	2019	2018
Billings, MT	62.0%	61.6%
Montana	61.2%	61.6%
United States	67.6%	67.6%
Bozeman, MT	77.5%	73.9%
Missoula, MT	64.7%	67.0%
Rapid City, SD	58.4%	57.7%
Sioux Falls, SD	66.4%	63.2%
Bismarck, ND	63.2%	56.0%
Boise, ID	72.7%	73.5%
Madison, WI	64.3%	66.8%
Helena, MT	64.4%	61.5%
Great Falls, MT	58.7%	60.1%

CURRENT MONTH OCCUPANCY		
August		
LOCATION	2019	2018
Billings, MT	78.1%	73.9%
Montana	78.5%	77.9%
United States	71.4%	71.4%
Bozeman, MT	88.1%	91.2%
Missoula, MT	85.6%	88.1%
Rapid City, SD	80.7%	79.8%
Sioux Falls, SD	77.4%	73.3%
Bismarck, ND	70.9%	64.1%
Boise, ID	82.3%	82.0%
Madison, WI	85.6%	88.1%
Helena, MT	74.7%	73.7%
Great Falls, MT	72.9%	73.9%

**Current Month Occupancy**

