



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

**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING***

April 9th, 2020

Call-in at 8:30 AM

(866) 876-1424 | Passcode: 2730236

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.

*Due to the current COVID-19 mandates and regulations in effect, and in order to play a role in responsibility of curbing the spread of the virus in Yellowstone County, the Billings Tourism Business Improvement District Board Meeting for April, will be conducted via teleconference. All Board members, staff, and public will call in. There will be no in-person meeting.

In accordance with state law, the meeting will remain open to the public via the conference call-in number.

DIRECTIONS TO ATTEND MEETING VIA TELECONFERENCE:**

(866) 876-1424 | Passcode: 2730236

**Please mute your phone when not speaking to ensure best possible audio quality.

- I. Call to Order – J. Studiner, Chairman.....8:30
- II. Public Comment – Comments offered via phone regarding items not included on the agenda are allowed
 - a. Comments limited to three (3) minutes per speaker
- III. Approval of March Board Meeting Minutes – J. Studiner – Page 2-3.....ACTION
- IV. Approval of March Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-5.....ACTION
 - a. FY20 Continued Expense Reductions
- V. New Business.....8:35-8:45
 - a. CARES Act – M. Stevenson
- VI. Old Business.....8:45- 9:25
 - a. COVID-19 and VB: Responsibility, Relationships, Resources, Reeducate, Recovery, Resiliency – A. Tyson
 - b. Board Members - Open Discussion regarding COVID-19 and Hospitality Industry – J. Studiner
 - c. Marketing Program/Leisure Campaign Plans – A. Murnion
 - d. FY21 Budget Follow-up – A. Tyson
- VII. Partner Update.....9:25-9:35
 - a. Chamber of Commerce
 - b. YCLA Update
- VIII. Board Comments.....9:35-9:40
- IX. Adjournment – J. StudinerACTION

Next Meeting: Thursday, May 14th



Managed by the Billings Chamber

BOARD OF DIRECTORS
MINUTES – March 26th, 2020

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

Board Members Absent:

Ex-Officio Member Present:

Staff Present: Alex Tyson

Staff Present (by phone): Alyssa Voeltz, Luke Ashmore, Alyson Murnion, Megan Stevenson, Stefan Cattarin, John Brewer, Dan Brooks

Others Present (by phone): Autumn Albert with Erck Hotels; Amy Barnhart and Cathy Cullen-Kuhr with Residence Inn by Marriott; Monique Lane with Home2 Suites by Hilton

Call to Order

Joe called the meeting to order at 8:35 a.m.

Public Comment

Approval of Board Minutes

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

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

Approval of Financial & Variance Reports

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

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

New Business

COVID-19: Impacts & Actions to Date

- FY20 Operations & Budget Adjustments – Alex updated the Board on staff working from home and conversations taking place in regards to the WFH scenarios and how day to day operations are continuing. She noted that she had cut \$150k from the FY20 budget to date and planned to reduce expenses further ahead of the April mtg.
- Leisure Marketing and Campaign Information – Aly updated the Board on all leisure marketing. She express that Visit Billings has halted all leisure marketing due to COVID-19 and the associated cost savings per month. Aly informed the Board that Google Ad Words is still running strong so Visit Billings is top of mind when travel begins again. She also updated the Board on the Great American Road Trip and summer campaigns budget and estimated launch date. Finally, she discussed the current Billboards running throughout the state.
- Servicing/Fulfillment Adjustments – Alyssa discussed current servicing and facilitation taking place. She informed the Board all visitor information mailings have been out sourced to MTS. Alyssa updated the Board on current Visit Billings Grant receipts and asked how best to proceed due to cancellations and postponing.
- Status of Meeting and Convention Recruitment – Stefan updated the Board on his conversations with meeting planners. He discussed the majority of bookings the Visit Billings has booked are in the fall. He updated the Board on the few conferences that were scheduled to take place in April, May, and June.
- Visitor Service Center/Volunteer Management – Luke discussed the Visitor Information Center closure and conversations taking place with the volunteers. He thanked the Board sharing the Billings Is Strong information.

FY21 Revenue Projection & Approval – Alex presented the \$1.3 million recommendation for the fiscal year 2021 budget. The Board discussed any concerns around properties being slow to pay.

Request for motion to approve the recommended \$1.3 million budget.

MOTION: Shelli motioned to approve; Ron seconded; Motioned carried.



FY21 Marketing Priorities and Strategies – Alex walked the Board through the proposed priorities and the dollars amounts associated with specific priorities.

MOTION: Shelli Motioned to approve; Ron seconded; Motion carried.

2020 NAIA Report per cancellation – Alex walked the Board through the financials surrounding the cancellation of the 2020 NAIA tournament. She also discussed ways Visit Billings can send them their swag bag items to offer an appropriate farewell to Sioux City in 2021.

2022 MHSA Bids with MetraPark – Alex informed the Board that the 2022 MHSA bids are due shortly and that MetraPark is spearheading the submissions. She walked through the history of each event and the TBID CIP Fund coverage. She submitted to the Board that coverage continue as it's been successful for the lodging partners, MHSA, and MetraPark. Request for motion to approve moving forward with MHSA bids for 2022.

MOTION: Shelli motioned to approve; Steve seconded; Motioned carried.

Old Business

Business Displacement BPA – Ron discussed that Lisa Parker would like to have the Business Professional of American in Billings, again, in 2021. Ron asked the Board for their continued support with the high cost of the winter tent needed in order to host the conference at BHCC.

Request for motion to support the tent in the amount of \$2000 for the BPA conference in 2021.

MOTION: Steve motioned to support; Shelli seconded; Motioned carried.

DISCUSSION: The Board discussed that Stefan needs to connect with Lisa to provide a rate call in order to move forward with support.

Partner Updates

Chamber of Commerce – John updated the Board on the Chambers COVID-19 Resource Guide and the upcoming Tele-Town Hall Meetings. John also discussed business like Trailhead Spirits and Newman Restoration offering services for the Hospitality industry.

Board Comments

Steve discussed conversations taking place surrounding State Lodging Tac deferment.

Steve made a motion to adjourn the meeting; Shelli seconded. Meeting adjourned at 10:00.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of March 31, 2020

Revenue over expenses is \$260,861 over budget.

Revenue is \$3,921 over budget from assessments and interest income. *There is still a balance of \$24,652 (1 property) that is currently outstanding, staff will continue to monitor payments*

Expenses are \$256,941 under budget.

- Staff Expenses are \$10,363 over budget from staffing changes. Staff expenses will come back into alignment with budget over the next two months.
- Administrative Expenses are \$14,486 under budget from the following:
 - Postage is under budget \$3,972 from expense savings.
 - Professional Training is under budget \$4,616 from anticipated training needs that will not happen this fiscal year.
 - Legal & Accounting is under budget \$3,540 from savings on legal fees.
 - TBID communications is \$842 under budget.
- Marketing Expenses are \$252,817 under budget from the following:
 - Advertising is under budget \$44,035 from savings in miscellaneous advertising opportunities.
 - Film Recruitment is \$1,000 under budget from expense savings.
 - Opportunity is \$50,339 under budget from the TBEX airfare and printing as well as cancelled projects that will not happen this year.
 - Publicity is under budget \$69,324 from TBEX.
 - Sales Expense is \$61,482 under budget from savings in meeting planner site inspections and the NAIA tournament.
 - Tradeshow is under budget \$24,473 from cancelled tradeshow.
 - Website is under budget \$1,033 due to timing of when work is performed and necessary.



**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
March 2020**

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR
	Actual	Budget	Mar 2020 Actual	Mar 2020 Budget		Mar 2019 Actual
Income						
4001100 - TBID Assessments	-	-	1,838,723	1,840,000	1,840,000	1,767,625
4001500 - Miscellaneous Income	1,859	-	5,198	-	-	3,565
Carryover from 2018-2019	24,000	24,000	24,000	24,000	24,000	-
Total Income	25,859	24,000	1,867,921	1,864,000	1,864,000	1,771,190
Expense						
5001000 - Staff Expenses						
5007000 - Wages	34,178	25,000	264,857	256,900	332,200	236,939
5007100 - FICA Expense	2,516	1,950	18,986	19,395	25,300	16,961
5007200 - Unemployment Expense	497	351	2,079	3,351	4,400	1,999
5007400 - Health & Accident Expense	5,287	2,993	34,732	28,618	37,600	27,728
5007500 - Retirement Expense	2,286	2,010	17,654	19,739	26,025	16,344
5007700 - Workers Compensation Expense	190	135	1,348	1,290	1,700	1,298
5007800 - Staff Employment Expense	-	-	-	-	-	-
Total 5001000 - Staff Expenses	44,954	32,439	339,656	329,293	427,225	301,268
5009000 - Administrative Expenses						
5009200 - Computers	1,735	1,535	9,477	9,265	11,820	7,611
5009300 - Equipment & Repair Expense	126	208	1,401	1,872	4,000	1,910
5009500 - Liability Insurance	-	-	2,375	2,400	2,400	2,343
5009600 - Meeting Expenses	1,237	2,178	8,046	8,747	10,200	8,161
5009650 - TBID Communications	-	-	2,108	2,950	3,000	150
5009700 - Office Supplies	126	83	2,098	1,947	2,200	2,803
5009750 - Postage	46	2,417	1,781	5,753	7,000	2,507
5009800 - Professional Training	-	4,600	10,784	15,400	16,650	6,994
5009850 - Legal and Accounting	-	3,000	11,561	15,100	16,200	15,932
5009900 - Telephone/Wireless Equipment	361	556	4,323	5,004	6,668	4,630
Total 5009000 - Administrative Expenses	3,630	14,577	53,952	68,438	80,138	53,039
5150000 - Marketing Expenses						
5151000 - Advertising	52,181	96,000	382,910	426,945	684,000	360,651
5151500 - Film Recruitment	-	1,000	-	1,000	1,000	-
5152000 - Opportunity	496	40,050	29,551	79,890	116,500	31,356
5152500 - Printed Materials	3,164	3,720	23,300	24,430	74,500	69,718
5153000 - Publicity	6,811	76,090	41,276	110,600	145,750	22,290
5154000 - Sales Expenses	45,690	107,122	101,673	163,155	202,500	112,832
5155000 - Tradeshows/Conventions	3,089	29,035	54,342	78,815	87,390	52,531
5156000 - Visitor Information Center	-	-	9,089	9,090	14,800	2,455
5156500 - Web Site	2,269	2,625	19,707	20,740	30,197	19,394
Total 5150000 - Marketing Expenses	113,700	355,642	661,848	914,665	1,356,637	671,227
Total Expense	162,284	402,658	1,055,455	1,312,396	1,864,000	1,025,534
	(136,426)	(378,658)	812,465	551,604	-	745,656

Cash	Current Month	Last Month	Last Year
Unrestricted	812,130	962,716	745,601
NAIA Tournament	8,846	29,973	15,187
TBEX	-	-	34,500
Unearned Revenue	-	-	-
Contract Reserves	17,533	17,533	-
BOD Restricted	294,019	294,019	188,627
Total Cash	1,132,527	1,304,240	983,914





**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	5	3		11	\$768,375	28	39%
Room Nights	124	2,190	1,101		3,415		7,900	43%

Citywide Sports and Sports Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY19
Sport Bookings	4	10	5		19	\$2,711,250	20
Room Nights	1,005	3,335	7,710		12,050		21,895

Pending Meeting & Convention, Sports, and Citywide Bookings

Pending	2	10	16		28	7,418,250	N/A	N/A
---------	---	----	----	--	----	-----------	-----	-----

FACILITATION

Billings Trail Guides

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group Attendees	3	5	4		12	20	60%
	38	63	87		188	200	94%

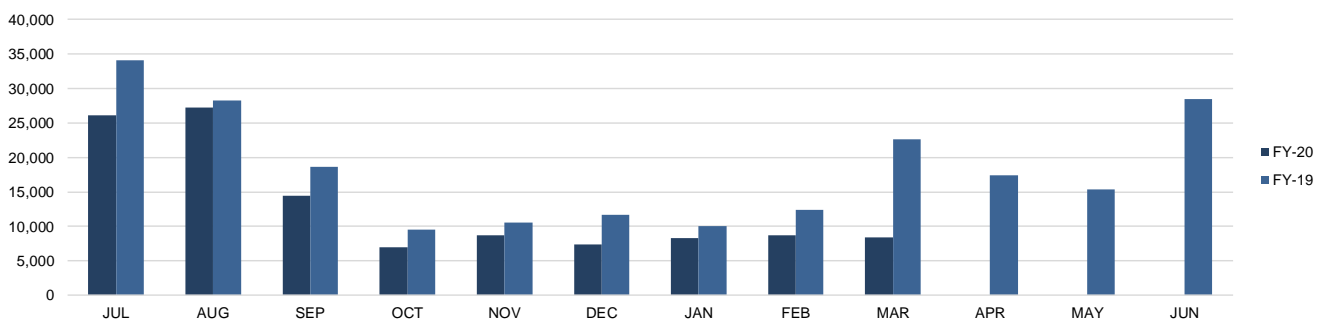
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY19
Group Servicing	25	9	2			36
Sports Servicing		1	3			4
Visitor Packets	3,181	1,515	3,107			7,803
						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	8,728	7,426	8,314	8,729	8,358				116,353
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	101	326	143	108	140				2,062	2,446
Reach	153,600	28,500	218,900	198,700	301,000	324,100	276,100	150,600	334,500				1,986,000	1,073,803
Value	47,500	23,500	91,500	62,400	138,600	268,300	52,400	20,500	153,100				\$857,800	\$782,700



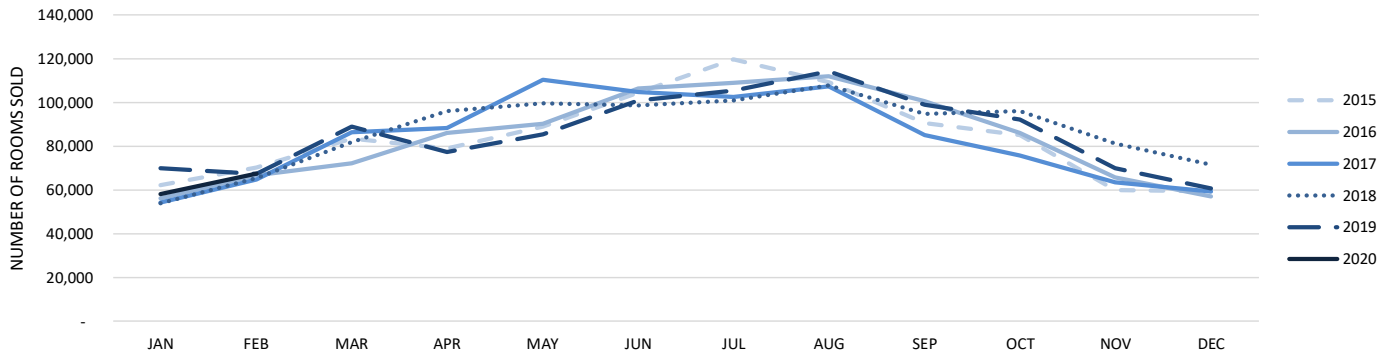
AVIATION PASSENGERS

	Q1	Q2	Q3	Q4	TY TD
Total Deplancements	134,661	118,766	0	0	253,427
Total Enplanements	133,078	118,319	0	0	251,397

ROOM DEMAND- REPORTED ON CALENDAR YEAR

Percent Change													
2020	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	-18	-0.7											-9.35
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	30.3	2.9	8.2	-19.9	-14.6	2.4	4.6	5.8	4.3	-4.3	-14.9	-16.4	-1
Number of Rooms Sold													
2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	58,003	67,317											125,320
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	98,844	92,041	70,038	60,630	1,027,881

BILLINGS ROOM ROOM DEMAND 2015-PRESENT



OCCUPANCY REPORT

YTD OCCUPANCY			CURRENT MONTH OCCUPANCY		
LOCATION	2020	2019	February		
LOCATION	2020	2019	2020	2019	2019
Billings, MT	48.3%	49.8%	54.7%	51.4%	51.4%
Montana	46.0%	44.2%	49.6%	46.2%	46.2%
United States	58.5%	58.2%	62.2%	62.0%	62.0%
Bozeman, MT	70.8%	66.4%	75.2%	70.1%	70.1%
Missoula, MT	44.8%	40.7%	49.9%	44.0%	44.0%
Rapid City, SD	37.5%	36.7%	43.8%	39.9%	39.9%
Sioux Falls, SD	55.8%	53.2%	58.2%	57.6%	57.6%
Bismarck, ND	53.5%	52.4%	57.5%	56.3%	56.3%
Boise, ID	61.6%	57.1%	67.7%	60.9%	60.9%
Madison, WI	51.1%	52.6%	56.2%	58.5%	58.5%
Helena, MT	46.4%	51.5%	47.9%	52.3%	52.3%
Great Falls, MT	49.5%	46.3%	52.3%	45.9%	45.9%

Current Month Occupancy

