



**TBID 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  
September 10th, 2020  
CHAMBER OF COMMERCE BOARD ROOM\* – 8:30 A.M.  
815 SOUTH 27<sup>TH</sup> STREET**

**\*Due to social distancing needs and existing restrictions, space is limited.**

**\*Please wear a mask per Montana COVID-19 directives.**

*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 (limit three minutes/person)
- III. Approval of August Board Meeting Minutes – J. Studiner – Pages 2..... ACTION
- IV. Approval of August Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 3-4.....ACTION
- V. Old Business.....8:40-9:45
  - a. Monthly COVID-19 Board Member Roundtable Discussion – J. Studiner
  - b. Fall/Winter Leisure Marketing Strategies – A. Murnion
  - c. Coulson Park: Phase I Request – J. Studiner.....ACTION
  - d. Tourism Safety Messaging Update (CARES Act Funds) - A. Tyson
  - e. Visit Billings VIC & Servicing Update – A. Voeltz
- VI. New Business.....9:45-10:10
  - a. CARES Act Funding – Lodging Partner Relief Discussion
    - i. Guest: Allison Corbyn – Big Sky Economic Development
  - b. Board Members – COB Board Term Information – A. Tyson
- VII. Partner Update.....10:10-10:20
  - a. Chamber Update – D. Worstell, Chamber Board Liaison
  - b. YCLA Update
- VIII. Board Comments.....10:20-10:30
- IX. Adjournment – J. Studiner .....ACTION

Next Meeting: Thursday, October 8th



Managed by the Billings Chamber

**BOARD OF DIRECTORS**  
**MINUTES – August 13th, 2020**

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

**Board Members Absent:** Brian Arneson

**Ex-Officio Member Present:** Dave Worstell, Billings Gazette Communications

**Staff Present:** Alex Tyson, Alyssa Voeltz, Luke Ashmore, Alyson Murnion, Megan Stevenson

**Others Present:**

**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 August Board Meeting Minutes.

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

**Old Business**

Coulson Park Master Plan Update – Patrick Klugman with BSED presented the Coulson Park Master Plan to the Board. He thanked the Board for their contribution to help create the plan. Patrick expressed that they are currently working on securing a \$250,000 matching grant to begin.

FY21 Leisure Marketing (Fall and Winter Preps) – Aly updated the Board on the progress and success of the Sloth Campaign. She presented out the campaign will adjust once the exhibit is complete and he is ready to be seen. Aly briefly touched on the conversation taking place regarding the fall and winter campaign preps with destination development being a primary focus.

Fulfillment/Visitor Facilitation & Servicing Update – Alyssa updated the Board on servicing for July and August as well as visitor facilitation compared to last year's numbers. Alyssa reminded the Board that she's available to present the Billings Trail Guide presentation to their staff to help enhance the visitor experience and promote extended stays.

HearHere! App/VB Stories Latest – Luke updated the Board on the micro podcast app, HereHere!. He informed the Board of the soft launch for Apple products and how all stories will be available late August or early September.

Meetings Today Live! Follow Up & Other M/C Information – Alex updated the Board on the Meeting Today Live! virtual event. Based on the event, Alex provided insight to how Visit Billings needs to be looking in state before looking regionally.

COVID-19 – State Tourism Safety Grant Update – Alex shared the graphics for the Montana Aware Campaign and provided an update on where Visit Billings is in the grant process.

FY21 VB Organizational/Industry Update – Alex provided an overview of where Visit Billings is as an organization. She discussed the mitigate, restart, and reimagine stages and destination development progress. Lastly, she gave an overview of the strategic goals.

COVID-19 Board Roundtable Discussion – The Board discussed cleaning procedures and best practices regarding Sturgis riders. They also discussed concerns regarding last minute reservations and locals looking to book rooms.

**Partner Update**

Chamber Update – Dave Worstell updated the Board on the candidate questionnaire and expressed the answers will be out shortly. Dave also invited the Board to participate in the Chamber Annual Meeting on September 10<sup>th</sup>.

Shelli made a motion to adjourn the meeting; George seconded. Meeting adjourned at 10:15.

Submitted by Alyssa Voeltz



## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of August 31, 2020

August revenue over expenses is \$59,979 under budget.

Revenue is currently \$71,540 under budget from assessment income. *As of August 31st, there is only 1 property (\$5,504) that is still outstanding. Assessments from last fiscal year of \$24,652 were submitted to the County on 8/31 so payment should be received end of September. Due to timing, the City did not mail the check for the 3 properties who paid earlier this month until September 1<sup>st</sup>. Revenue will be recorded when deposited.*

Expenses are \$11,677 under budget.

- Staff Expenses are \$9,508 under budget. TBID received \$10,000 from the state CARES act non-profit grant, these funds will be used to help offset staffing costs.
- Administrative Expenses are \$1,692 under budget from meetings, postage and telephone expenses.
- Marketing Expenses are \$361 under budget.



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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Actual	Budget	August 2020 Actual	August 2020 Budget	2020-21 Annual Budget	August 2019 Actual
<b>Income</b>						
4001100 · TBID Assessments	-	-	869,544	941,100	1,309,000	981,228
4001500 · Miscellaneous Income	10	-	16	-	-	1,345
Carryover from 2019-2020 used for budget	-	-	60,000	60,000	60,000	-
Carryover from 2019-2020 reserved	-	-	408,483	408,483	408,483	-
<b>Total Income</b>	<b>10</b>	<b>0</b>	<b>1,338,043</b>	<b>1,409,583</b>	<b>1,777,483</b>	<b>982,573</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	21,174	21,000	42,561	52,200	271,850	60,456
5007100 · FICA Expense	1,573	1,600	3,162	3,200	22,000	3,703
5007200 · Unemployment Expense	155	200	326	400	4,000	338
5007400 · Health & Accident Expense	3,074	2,820	6,150	5,640	33,600	7,978
5007500 · Retirement Expense	1,376	1,500	3,010	3,257	23,025	3,577
5007700 · Workers Compensation Expense	115	125	230	250	1,500	305
5007800 · Staff Employment Expense	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>27,466</b>	<b>27,245</b>	<b>55,439</b>	<b>64,947</b>	<b>355,975</b>	<b>76,357</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	593	585	1,066	1,170	13,970	847
5009300 · Equipment & Repair Expense	50	208	227	416	3,000	417
5009500 · Liability Insurance	1,878	1,850	1,878	1,850	2,400	1,843
5009600 · Meeting Expenses	444	603	744	1,071	9,200	976
5009650 · TBID Communications	481	550	481	550	7,800	92
5009700 · Office Supplies	1,341	1,293	1,349	1,376	2,210	1,370
5009750 · Postage	100	290	255	580	5,500	399
5009800 · Professional Training	39	-	238	250	8,750	1,317
5009850 · Legal and Accounting	-	-	-	-	15,000	-
5009900 · Telephone/Wireless Equipment	331	634	601	1,268	7,604	875
<b>Total 5009000 · Administrative Expenses</b>	<b>5,258</b>	<b>6,013</b>	<b>6,839</b>	<b>8,531</b>	<b>75,434</b>	<b>8,135</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	48,744	49,100	53,289	53,400	634,541	70,263
5151500 · Film Recruitment	-	-	-	-	-	-
5152000 · Opportunity	-	-	-	-	22,500	13,751
5152500 · Printed Materials	-	-	1,473	1,500	48,200	-
5153000 · Publicity	1,499	1,500	17,029	17,000	46,000	12,540
5154000 · Sales Expenses	107	110	107	110	119,500	4,000
5155000 · Tradeshow/Conventions	4,000	3,500	10,682	10,700	27,600	34,424
5156000 · Visitor Information Center	962	-	4,562	4,000	7,300	3,032
5156500 · Web Site	2,193	2,645	3,978	4,770	31,950	3,546
<b>Total 5150000 · Marketing Expenses</b>	<b>57,505</b>	<b>56,855</b>	<b>91,119</b>	<b>91,480</b>	<b>937,591</b>	<b>141,556</b>
<b>Total Expense</b>	<b>90,230</b>	<b>90,113</b>	<b>153,397</b>	<b>164,958</b>	<b>1,369,000</b>	<b>226,048</b>
<b>Total Net Income</b>	<b>(90,219)</b>	<b>(90,113)</b>	<b>1,184,646</b>	<b>1,244,625</b>	<b>408,483 *</b>	<b>756,525</b>

\*The Net Income of \$408,483 is the remaining balance from the FY20 carryover that has not been utilized for the FY21 budget. These dollars will be used to help fund the FY22 budget.

Cash	Current Month	Last Month	Last Year
Unrestricted	1,184,645	1,274,852	785,220
NAIA Tournament	-	-	5,019
TBEX	-	-	116,527
Unearned Revenue	-	-	-
Contract Reserves	3,600	3,600	30,008
BOD Restricted	324,019	324,019	294,019
<b>Total Cash</b>	<b>1,512,264</b>	<b>1,602,470</b>	<b>1,230,792</b>





**VISIT BILLINGS PACE REPORT  
JULY 1, 2020 - JUNE 30, 2021**

**BOOKINGS**

Citywide and Meeting & Convention Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY20
Group Bookings					0	\$0	28
Room Nights					0		7,900

Citywide Sports and Sports Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY20
Sport Bookings	1				1	\$90,000	21
Room Nights	400				400		15,350

Pending Meeting & Convention, Sports, and Citywide Bookings

Pending	2				18	2,263,275	N/A	N/A
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**FACILITATION**

Billings Trail Guides

	Q1	Q2	Q3	Q4	TY TD
Group Attendees					

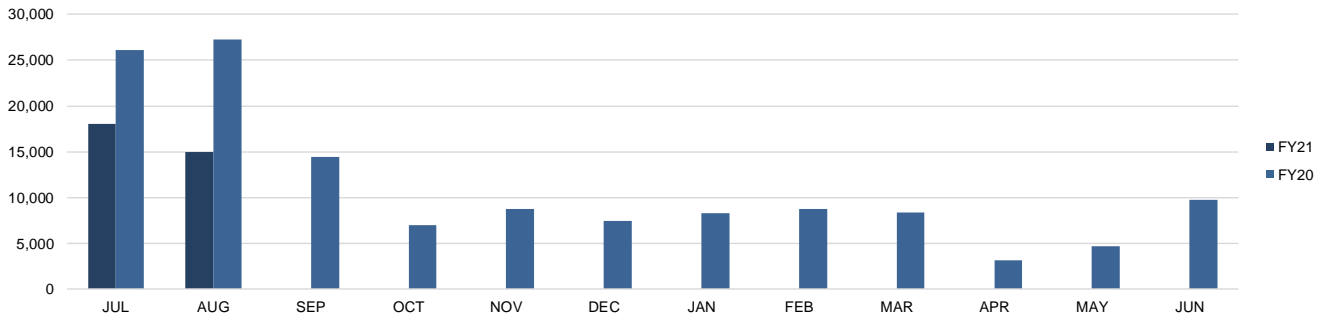
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY20
Group Servicing					0	36
Sports Servicing	3				3	8
Visitor Packets	2,758				2,758	9,691

**WEBSITE TRAFFIC**

FY21	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal													
Actual	18,039	14,967											33,006
FY20	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Actual	26,077	27,242	14,473	7,006	8,728	7,426	8,314	8,729	8,358	3,175	4,651	9,736	133,915

VisitBillings.com Visits



PUBLICITY														
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual	FY20
Mentions	231	121												352
Reach	150,500	109,600												260,100
Value	56,900	11,000												\$67,900

AVIATION PASSENGERS					
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	23,270				23,270
Total Enplanements	23,013				23,013

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	-12.1	6.5	-32.2	-58.1	-36.6	-23.8	-14.1						-24.3	
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	56,347	27,914	47,845	70,287	85,139						412,852	
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	

