



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
December 12th, 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 November Board Meeting Minutes – J. Studiner, – Pages 2.....ACTION
- IV. Approval of November Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-5.....ACTION
 - a. FY19 TBID Audit Presentation and Accompanying Documents
 - i. Summers McNea – Ted McNea
 - ii. TBID Audit and Tax Return (IRS 990).....ACTION
- V. Old Business.....9:00-9:15
 - a. Red Lion Collections – M. Stevenson
 - b. Business Displacement – S. Cattarin.....ACTION
- VI. Partner Update.....9:15-9:20
 - a. Chamber of Commerce
 - b. YCLA Update
- VII. Board Comments.....9:20-9:30
- VIII. Adjournment – J. StudinerACTION
- IX. Visit Billings Grant Interviews.....9:45

Next Meeting: January, 9th 2020



Managed by the Billings Chamber

BOARD OF DIRECTORS

MINUTES – November 14th, 2019

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

Board Members Absent:

Ex-Officio Member Present:

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

Others Present: Amy Barnhart with Residence Inn; Shinead Field with Kelly Inn; Stacy Lind, Autumn Albert and Tim Geisler with Erck Hotels; Kacy Keith with the SureStay Plus by Best Western and Monique Lane with the Home2 by Hilton.

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 October 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 October Financial and Variance Reports.

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

New Business

Jehovah's Witness Watchtower Contract – Bill Frates thanked the Board for their support. He gave a brief history on their time in Billings, the region that travels for the convention, and the attendance year over year. Bill presented a request for continue support of the Jehovah Witness Convention. The Board had discussion on the TBID contribution.

Request for a motion to continue support with a fixed rate based on 2020 and 2021 attendance.

MOTION: Steve motioned to approve, George seconded; Motion Carried

DISCUSSION: Ron asked if Watchtower attendees go through the turn-styles at MetraPark.

Yellowstone County Commission Presentation – Alex discussed the work session presentation with the County Commissioners. The presentation was to share to mission of the TBID and to express Visit Billings gratitude for a great partnership over the years.

Old Business

FY20 Meeting and Convention Recruitment Update – Stefan updated the Board on his CDME efforts to become certified. He also gave a brief overview of the latest recruitment process and the numbers of prospects. Stefan quickly touched on the Red Lion closure and how it effects recruitment efforts.

TBID Grant Program – Alyssa discussed the MINT Film Festival Final Report concerns and Application Agreement with the Board. The organizers didn't include Visit Billings in promotional materials as needed per contract.

Partner Updates

YCLA Update – Becky updated the Board on the meeting on October 23rd and the new Fire Codes. She also discussed that YCLA is partnering with the school district to do a lunch and learn on the hospitality industry.

Board Comments

Steve discussed the Red Lion TBID assessment fees that have not been received.

Ron informed the Board that the USS Billings crew will be in Billings the following week.

Aly address questions regarding the website traffic are down 17%.

Alex update the Board on the GNAC Cross Country tournament and the Trailhead License Plate.

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

Submitted by Alyssa Voeltz





**TOURISM BUSINESS IMPROVEMENT DISTRICT
Visit Billings Grant Application Interviews
December 12th, 2019
BILLINGS CHAMBER BOARD ROOM – 9:45 AM**

The purpose of this program is to increase visitation at Montana's Trailhead and support Billings' lodging partners. Other partners such as local retailers, restaurateurs, transportation businesses, and tourism attractions also benefit from increased visitation. The execution of Visit Billings grant funding must be in line with the Tourism Business Improvement District's (TBID) mission to generate room nights for lodging facilities in the City of Billings, Montana by effectively marketing the region as a preferred travel destination.

- I. West Side Story – Billings Symphony Orchestra and Chorales – Ignacio Barron Viela.....9:45-10:00
- II. Billings Craft Beer Week & Last Beer Run 5k – Travis Hutchinson.....10:00-10:15
- III. Flagship Class/ Masters Class/ Celebrate Montana – Leadership Montana – Heather Collins.....10:15-10:30
- IV. Highland Games on the Yellowstone – Yellowstone Highland Games – Willy Miller.....10:30-10:45
- V. Board Discussion & Action.....10:45-11:00



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of November 30, 2019

Revenue over expenses is \$23,327 over budget.

Revenue is \$2,995 over budget from assessments and interest income.

Expenses are \$20,332 under budget.

- Staff Expenses are \$6,640 under budget from staffing changes.
- Administrative Expenses are \$2,278 under budget from meetings, postage and telephone.
- Marketing Expenses are \$11,413 under budget from the following:
 - Advertising is under budget \$4,092 from the monthly ad agency retainer fees (timing of when invoice was received).
 - General Opportunity is \$7,776 under budget from the TBEX airfare. These expenses were covered by the TBEX sponsor funds.
 - Website is under budget \$469 due to timing of when work is performed and necessary.

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

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR Nov 2018 Actual
	Actual	Budget	Nov 2019 Actual	Nov 2019 Budget		
	Income					
4001100 · TBID Assessments	-	-	981,228	981,039	1,840,000	920,598
4001500 · Miscellaneous Income	180	-	2,806	-	-	1,124
Carryover from 2018-2019	-	-	-	-	24,000	-
Total Income	180	0	984,034	981,039	1,864,000	921,722
Expense						
5001000 · Staff Expenses						
5007000 · Wages	24,971	25,000	151,232	155,900	332,200	139,277
5007100 · FICA Expense	1,851	1,950	10,497	11,540	25,300	9,602
5007200 · Unemployment Expense	28	351	570	1,947	4,400	679
5007400 · Health & Accident Expense	3,440	2,993	18,680	16,646	37,600	14,964
5007500 · Retirement Expense	1,641	2,010	9,870	11,443	26,025	9,457
5007700 · Workers Compensation Expense	140	135	738	750	1,700	700
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	32,072	32,439	191,586	198,226	427,225	174,680
5009000 · Administrative Expenses						
5009200 · Computers	483	385	3,567	3,425	11,820	5,029
5009300 · Equipment & Repair Expense	135	208	809	1,040	4,000	1,250
5009500 · Liability Insurance	-	-	2,375	2,400	2,400	2,343
5009600 · Meeting Expenses	1,120	628	4,031	3,745	10,200	4,253
5009650 · TBID Communications	1,860	2,000	1,952	2,100	3,000	81
5009700 · Office Supplies	169	83	1,572	1,615	2,200	2,141
5009750 · Postage	90	417	738	2,085	7,000	2,066
5009800 · Professional Training	25	25	5,912	6,325	16,650	2,630
5009850 · Legal and Accounting	-	-	500	550	16,200	4,482
5009900 · Telephone/Wireless Equipment	523	556	2,331	2,780	6,668	2,359
Total 5009000 · Administrative Expenses	4,404	4,302	23,787	26,065	80,138	26,632
5150000 · Marketing Expenses						
5151000 · Advertising	117,376	120,000	306,583	310,675	684,000	258,827
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	6,533	6,470	13,814	21,590	116,500	22,942
5152500 · Printed Materials	2,207	3,000	12,144	12,930	74,500	18,834
5153000 · Publicity	9,031	9,000	27,676	27,670	145,750	16,628
5154000 · Sales Expenses	13,607	13,600	21,156	21,185	202,500	35,316
5155000 · Tradeshows/Conventions	1,795	-	42,121	40,350	87,390	27,687
5156000 · Visitor Information Center	-	-	6,751	6,790	14,800	296
5156500 · Web Site	3,858	3,900	10,230	10,700	30,197	10,297
Total 5150000 · Marketing Expenses	154,408	155,970	440,477	451,890	1,356,637	390,827
Total Expense	190,884	192,711	655,849	676,181	1,864,000	592,138
	(190,704)	(192,711)	328,185	304,858	-	329,584

Cash	Current Month	Last Month	Last Year
Unrestricted	352,121	542,848	329,386
NAIA Tournament	6,019	5,019	5,858
TBEX	-	-	-
Unearned Revenue	-	-	-
Contract Reserves	17,533	17,533	18,750
BOD Restricted	294,019	294,019	191,053
Total Cash	669,691	859,418	545,047





**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			8	\$324,900	28	29%
Room Nights	124	1,320			1,444		7,900	18%
Pending	2	7			10	856,800	N/A	N/A

Citywide Sports and Sports Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY19
Sport Bookings	4	10			14	\$976,500	20
Room Nights	1,005	3,335			4,340		21,895

FACILITATION

Billings Trail Guides

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	3	3			6	20	30%
Attendees	38	47			85	200	43%

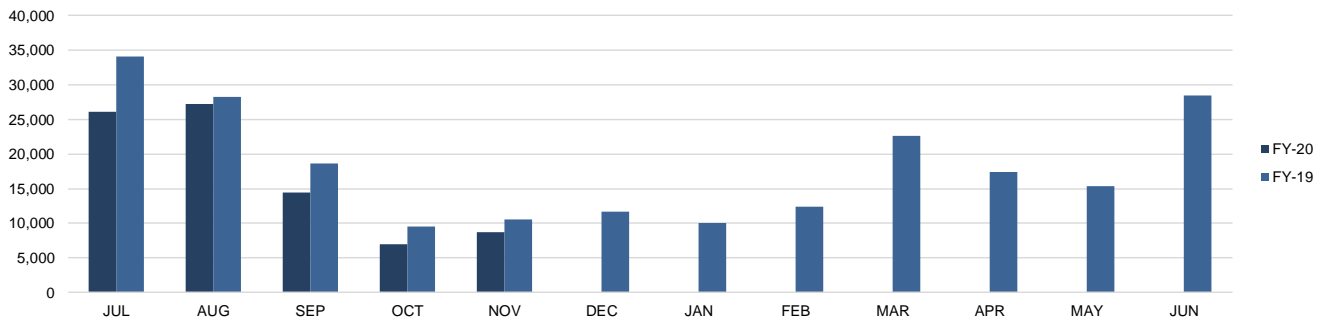
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY19
Group Servicing	23	9				32
Sports Servicing		1				1
Visitor Packets	3,181	1,018				4,199
						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								83,526
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								1,345	2,446
Reach	153,600	28,500	218,900	198,700	301,000								900,700	1,073,803
Value	47,500	23,500	91,500	62,400	138,600								\$363,500	\$782,700



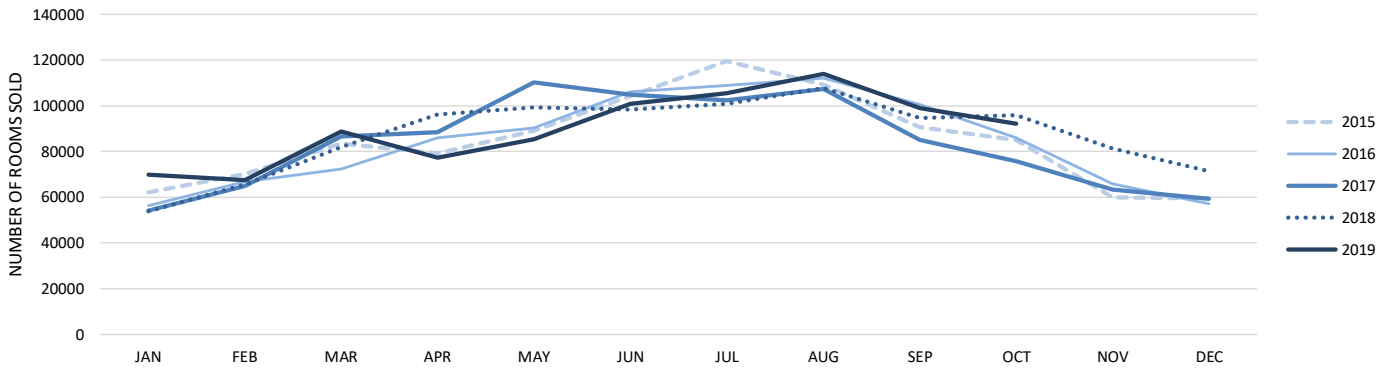
AVIATION PASSENGERS

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	134,661	39,468	0	0	174,129
Total Enplanements	133,078	38,851	0	0	171,929

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	4.3	-4.2			1.9
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	98,844	92,041			897,213
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				CURRENT MONTH OCCUPANCY			
LOCATION	2019	2018		LOCATION	2019	2018	
Billings, MT	62.8%	62.5%		Billings, MT	63.0%	65.7%	
Montana	62.0%	61.4%		Montana	57.8%	58.3%	
United States	67.8%	67.8%		United States	69.3%	69.8%	
Bozeman, MT	77.4%	74.5%		Bozeman, MT	69.4%	69.5%	
Missoula, MT	66.0%	68.4%		Missoula, MT	64.2%	67.8%	
Rapid City, SD	59.6%	60.1%		Rapid City, SD	54.1%	58.9%	
Sioux Falls, SD	67.7%	64.1%		Sioux Falls, SD	70.7%	65.4%	
Bismarck, ND	64.4%	57.6%		Bismarck, ND	66.8%	61.4%	
Boise, ID	73.1%	73.9%		Boise, ID	73.2%	73.9%	
Madison, WI	65.8%	68.3%		Madison, WI	72.5%	74.5%	
Helena, MT	64.6%	61.9%		Helena, MT	63.4%	61.2%	
Great Falls, MT	58.9%	60.0%		Great Falls, MT	57.7%	52.1%	

Current Month Occupancy

