



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
January 9th, 2020
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 December Board Meeting Minutes – J. Studiner, – Pages 2-3.....ACTION
IV. Approval of December Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-5.....ACTION
V. New Business.....8:35-8:45
a. Campaign – Cultural Sensitivities – A. Tyson
VI. Old Business.....8:45-9:50
a. Red Lion Collections/Board Policy.....ACTION
b. BIL Airport Expansion, Service, and Capacity Update - J. Studiner/R. Spence
i. Presentation: Kevin Ploehn, Director Aviation and Transit – City of Billings
c. Sports Tourism in Billings – A. Tyson
d. FY20 Meeting and Convention Recruitment – S. Cattarin
e. Leisure Marketing Update – A. Murnion
VII. Partner Update.....9:50-10:00
a. Chamber of Commerce
b. YCLA Update
VIII. Board Comments.....10:00-10:10
IX. Adjournment – J. StudinerACTION

Next Meeting: February, 13th 2020



Managed by the Billings Chamber

BOARD OF DIRECTORS MINUTES – December 12th, 2019

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

Board Members Absent: Lori Walker

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; Justin with Townplace Suites; Stacy Lind, Autumn Albert and Tim Geisler with Erck Hotels; and Monique Lane with the Home2 by Hilton.

Call to Order

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

Public Comment

Approval of Board Minutes

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

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

FY19 TBID Audit Presentation and Accompanying Documents - Ted McNea presented an overview of the TBID Audit and financials to the Board.

Request for Motion to approve the TBID Audit and Tax documents with the adjustment that the use of the term Board Member is used instead of Officers on Form 990. This would make the reference consistent for the organization.

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

Old Business

Red Lion Collections – Megan opened the up Board up for discussion regarding collecting the third quarter Red Lion collections.

Request for a motion to lean communication with the city and look at the previous fiscal year's third quarter plus an additional 10 percent.

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

Business Displacement – Stefan discussed the Montana Business Professional conference in March of 2020 bring in roughly 1000 room nights. Ron asked the Board to assist Billings Hotel and Convention Center with occurring cost of renting a tent due to Red Lions closure.

Request for motion to cover 50 percent of the tent rental.

MOTION: Shelli motioned to approve; Steve seconded; Motion Carried.

Partner Updates

Chamber Update – Alex updated the Board on the progress happening with the Aspiration City Visit. Alex also invited the Board to attend the Holiday Reception on the following Monday from 4pm-6pm.

YCLA Update – Justin discussed that YCLA is partnering with the school district to do a career fair discussing all of the opportunities the hospitality industry brings you!

Board Comments

Shelli brought safety concerns surrounding the hoteliers. The Board discussed best practices and other ways to bring awareness to the growing concerns. Steve asked if the Board would ever consider assisting with marketing for the Public Safety Mill-levy.

Ron asked if the Board knew of a movie that was to be shot in the Billings area. Alex mentioned connecting with Brenda to see if they could find out any other information.



Steve updated the Board on this conversations with the state to continue funding for EMI.
Aly updated the Board on the partnership with ZooMontana for the sloth exhibit.

Alex informed the Board on MOTBD placing one million dollars in the Dallas market promoting the communities who have direct flights. She discussed how Visit Billings will be doing a joint venture utilizing CVB dollar.

Ron made a motion to adjourn the meeting; George seconded. Meeting adjourned at 9:30.

Submitted by Alyssa Voeltz

VISIT BILLINGS GRANT INTERVIEWS

Applicants interviewed with the Board of Directors on their applications and how the funding will be utilized.

Request for a motion to award Billings Symphony at \$5,000.

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

Request for a motion to award Billings Craft Beer Week and Last Beer Run at \$4,500.

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

Request for a motion to award Highland Games on the Yellowstone at \$1,500.

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

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of December 31, 2019

Revenue over expenses is \$27,925 over budget.

Revenue is \$3,120 over budget from assessments and interest income.

Expenses are \$24,804 under budget.

- Staff Expenses are \$6,567 under budget from staffing changes.
- Administrative Expenses are \$2,935 under budget from office supplies, postage and telephone.
- Marketing Expenses are \$15,302 under budget from the following:
 - Advertising is under budget \$4,114 from the monthly ad agency retainer fees (timing of when invoice was received).
 - Opportunity is \$10,774 under budget from the TBEX airfare and printing. These expenses were covered by the TBEX sponsor funds.
 - Tradeshows is over budget \$857 from anticipated registration and travel costs.
 - Website is under budget \$456 due to timing of when work is performed and necessary.

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

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR Dec 2018 Actual
	Actual	Budget	Dec 2019 Actual	Dec 2019 Budget		
Income						
4001100 · TBID Assessments	-	-	981,228	981,039	1,840,000	920,598
4001500 · Miscellaneous Income	125	-	2,931	-	-	1,280
Carryover from 2018-2019	-	-	-	-	24,000	-
Total Income	125	0	984,159	981,039	1,864,000	921,878
Expense						
5001000 · Staff Expenses						
5007000 · Wages	26,205	26,000	177,437	181,900	332,200	162,806
5007100 · FICA Expense	1,993	2,005	12,490	13,545	25,300	11,433
5007200 · Unemployment Expense	30	351	600	2,298	4,400	710
5007400 · Health & Accident Expense	3,492	2,993	22,172	19,639	37,600	17,980
5007500 · Retirement Expense	1,707	2,010	11,576	13,453	26,025	11,139
5007700 · Workers Compensation Expense	140	135	878	885	1,700	840
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	33,567	33,494	225,153	231,720	427,225	204,908
5009000 · Administrative Expenses						
5009200 · Computers	1,633	1,535	5,200	4,960	11,820	6,537
5009300 · Equipment & Repair Expense	163	208	973	1,248	4,000	1,453
5009500 · Liability Insurance	-	-	2,375	2,400	2,400	2,343
5009600 · Meeting Expenses	633	628	4,663	4,373	10,200	4,770
5009650 · TBID Communications	-	-	1,952	2,100	3,000	81
5009700 · Office Supplies	(157)	83	1,415	1,698	2,200	2,141
5009750 · Postage	48	417	785	2,502	7,000	2,162
5009800 · Professional Training	1,439	1,500	7,351	7,825	16,650	4,865
5009850 · Legal and Accounting	1,005	1,000	1,505	1,550	16,200	15,432
5009900 · Telephone/Wireless Equipment	505	556	2,837	3,336	6,668	3,058
Total 5009000 · Administrative Expenses	5,270	5,927	29,057	31,992	80,138	42,841
5150000 · Marketing Expenses						
5151000 · Advertising	12,278	12,300	318,861	322,975	684,000	282,856
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	152	3,150	13,966	24,740	116,500	29,442
5152500 · Printed Materials	2,279	2,280	14,423	15,210	74,500	19,453
5153000 · Publicity	151	120	27,827	27,790	145,750	16,628
5154000 · Sales Expenses	728	730	21,885	21,915	202,500	41,379
5155000 · Tradeshows/Conventions	916	1,830	43,037	42,180	87,390	28,482
5156000 · Visitor Information Center	354	350	7,105	7,140	14,800	2,062
5156500 · Web Site	1,209	1,195	11,439	11,895	30,197	11,677
Total 5150000 · Marketing Expenses	18,066	21,955	458,543	473,845	1,356,637	431,979
Total Expense	56,903	61,376	712,753	737,557	1,864,000	679,728
	(56,778)	(61,376)	271,407	243,482	-	242,151

Cash	Current Month	Last Month	Last Year
Unrestricted	295,343	352,121	242,151
NAIA Tournament	6,019	6,019	6,858
TBEX	-	-	-
Unearned Revenue	-	-	-
Contract Reserves	17,533	17,533	18,750
BOD Restricted	294,019	294,019	189,233
Total Cash	612,912	669,691	456,992





**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	\$520,650	28	29%
Room Nights	124	2,190			2,314		7,900	29%
Pending	2	11			14	1,864,800	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 Attendees	3	5			8	20	40%
	38	63			101	200	51%

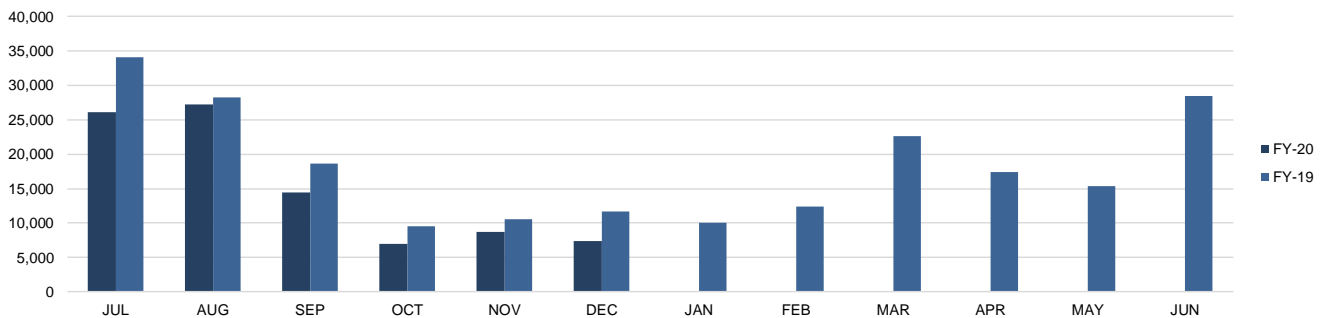
Servicing and Facilitation

	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	7,426							90,952
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							1,671	2,446
Reach	153,600	28,500	218,900	198,700	301,000	324,100							1,224,800	1,073,803
Value	47,500	23,500	91,500	62,400	138,600	268,300							\$631,800	\$782,700



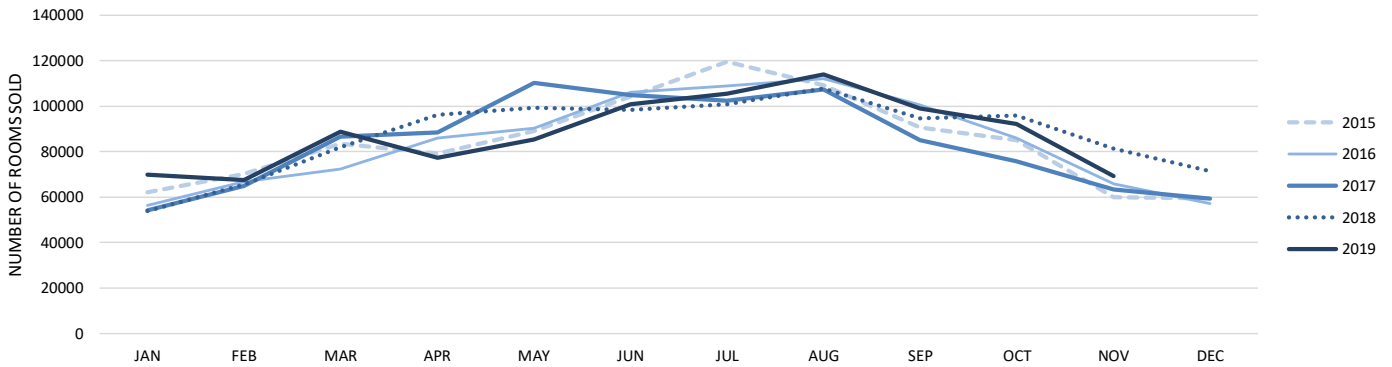
AVIATION PASSENGERS

	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	-14.9		0.4
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	61.6%	62.1%		Billings, MT	48.9%	57.5%	
Montana	60.6%	60.2%		Montana	45.9%	47.3%	
United States	67.2%	67.3%		United States	61.8%	61.6%	
Bozeman, MT	75.8%	73.4%		Bozeman, MT	59.6%	61.6%	
Missoula, MT	64.6%	66.7%		Missoula, MT	49.3%	49.9%	
Rapid City, SD	57.6%	58.0%		Rapid City, SD	37.6%	36.5%	
Sioux Falls, SD	66.9%	63.5%		Sioux Falls, SD	58.8%	57.3%	
Bismarck, ND	63.3%	57.1%		Bismarck, ND	52.7%	51.6%	
Boise, ID	72.0%	72.8%		Boise, ID	60.7%	62.5%	
Madison, WI	64.9%	67.4%		Madison, WI	56.4%	58.8%	
Helena, MT	63.1%	60.6%		Helena, MT	48.4%	47.9%	
Great Falls, MT	57.8%	59.0%		Great Falls, MT	46.4%	49.3%	

Current Month Occupancy

