



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
June 11th, 2020
CHAMBER OF COMMERCE BOARD ROOM* – 8:30 A.M.
815 SOUTH 27TH STREET**

***Due to social distancing needs and existing restrictions, space may be limited.**
*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 via phone regarding items not included on the agenda are allowed
 - a. Comments limited to three (3) minutes per speaker
- III. Approval of May Board Meeting Minutes – J. Studiner – Page 2.....ACTION
- IV. Approval of May Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 3-4.....ACTION
 - a. Grant Update – M. Stevenson
- V. New Business.....8:40-9:00
 - a. BOD – Change of Properties Clarification – A. Tyson
 - b. FY21 Executive Committee – J. Studiner.....ACTION
 - c. Citywide Definition – TBID Board Policy – R. Spence/J. Studiner.....ACTION
- VI. Old Business.....9:00- 9:40
 - a. COVID-19 Update, ALHA, & Board Roundtable – J. Studiner/A. Tyson
 - b. Tourism Advisory Council (TAC) Meeting Follow-Up – S. Wahrlich
 - c. Warm Season Leisure Marketing Campaigns – A. Murnion
 - d. SBURD Update – Presentation
 - i. Guest: Jim Tevlin, YC Sports Facilities
- VII. Partner Update.....9:40-9:45
 - a. Chamber Update
 - b. YCLA Update
- VIII. Board Comments.....9:45-9:55
- IX. Adjournment – J. StudinerACTION

Next Meeting: Thursday, July 9th



BOARD OF DIRECTORS
MINUTES – April 9th, 2020

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

Board Members Absent:

Ex-Officio Member Present:

Staff Present (via phone): Alex Tyson, Alyssa Voeltz, Luke Ashmore, Alyson Murnion, Megan Stevenson, John Brewer, Jennifer Reiser, Daniel Brooks

Others Present (via phone):

Call to Order

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

Public Comment

Brian announced that he is the new General Manager at the Best Western Plus Kelly Inn & Suites. He also informed the Board that Ginny Hart will be taking his place at General Manager at the Quality Inn.

Joe informed the Board that the Hampton Inn will be opening on May 18th.

Approval of Board Minutes

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

MOTION: Ron motioned to approve the financial reports for May; Shelli seconded; Motion carried

Grant Applications – Megan discussed the process of applying for grants. She expressed that the TBID is not eligible for many of them due to the 501c6 status. Megan informed the Board that the TBID has received a \$5,000 EIDL grant for payroll assistance.

Old Business

VB Operations, Budget Planning, Recovery Plan, Industry Data Updates – Alex discussed the latest Destination Analysts research with the Board and the improvement of travel sentiment. She also informed the Board that Visit Billings received a marketing grant through the Billings Gazette grant will help Visit Billings create an “Open and Safe” campaign for regional and state travel. Alex also informed the Board re the latest postponements and cancellations of events VB assisted.

Yellowstone County Restart and Recovery/Chamber Update – John informed Board of the Recovery team for local businesses. He expressed that they are highly concerned about the lodging industry and are focused on ensuring their success. The Recovery Team is in the process of creating a FAQ for businesses and residents to note during Phase I.

Chamber/VB/VSEMT Office Re-opening Plan – Jennifer walked through the Billings Chamber of Commerce Reopening Plan which focuses on the safety of staff, volunteers, and members. It’s a phased approach that is in accordance with the Governor’s plan to reopen the state.

VIC Re-opening Plan – Alyssa walked the Board through plans to reopen of the Visitor Information Center in accordance with the Chamber’s reopening plan in Phase III with the Governor. She discussed the signage, brochure plan, and when volunteers will return to assist.

Public Safety Mill Levy Update – Dan discussed the Public Safety Mill-levy and the discussion that took place at City Council recently. Dan asked the Board their thoughts surrounding the PSML. The Board discussed the issue of businesses and residents being concerned about finances and how that could impact support for a PSML at this time.

NTTW Report – Aly updated the Board on the success surrounding the National Travel and Tourism Week to help inspire travelers with the spirit of travel. She discussed how Visit Billings took part in the virtual road trip and how Billings was the only community in Montana that participated. She also thanked Luke for creating beautiful social posts that helped elevate Billings.

Marketing Report – Aly discussed the Transitional Campaign that focuses on what you can do in Billings right now, safely. She expressed its importance alongside the Open and Safe campaign right now. Aly also updated the Board on the



Summer Campaign, The Great American Road Trip and the Sloth Exhibit. She discussed the campaign launch date of June 22nd but that the campaign in meant to be fluid.

HearHere! – Luke shared the Visit Billings partnership with the HearHere! app that creates mini podcast stories for visitors traveling to different communities. He informed the Board that we were the first destination to sign up to help write stories for the app in Montana and we have ten stories some of which read by Phil Jackson. Kevin Costner is a partner, too.

Visitor Services/Facilitation Update – Alyssa updated the Board on servicing for conferences as well as the COVID-19 impacted events within the PACE report.

Board Comments

Alex informed the Board that Visit Billings is looking into the Trademark concerns regarding Montana's Trailhead Inn.

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

Submitted by Alyssa Voeltz



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of May 31, 2020

Revenue over expenses is \$270,157 over budget.

Revenue is \$3,937 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 \$266,220 under budget.

- Staff Expenses are \$4,410 under budget from staffing changes and the \$5,000 SBA grant (part of the EIDL application) that was received to help offset staffing expenses.
- Administrative Expenses are \$16,552 under budget from the following:
 - Equipment & Repair is under budget \$820.
 - Meetings is under budget \$595.
 - Postage is under budget \$4,713 from expense savings.
 - Professional Training is under budget \$6,214 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 \$792 under budget.
 - Telephone is \$433 under budget.
- Marketing Expenses are \$245,259 under budget from the following:
 - Advertising is under budget \$51,892 from savings in miscellaneous advertising opportunities.
 - Film Recruitment is \$1,000 under budget from expense savings.
 - Opportunity is \$46,885 under budget from the TBEX airfare and printing as well as cancelled projects that will not happen this year.
 - Publicity is under budget \$66,520 from TBEX.
 - Sales Expense is \$55,233 under budget from savings in meeting planner site inspections and the NAIA tournament.
 - Tradeshows is under budget \$22,646 from cancelled tradeshows.
 - Website is under budget \$970 due to timing of when work is performed and necessary.



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

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR May 2019 Actual
	Actual	Budget	May 2020 Actual	May 2020 Budget		
Income						
4001100 - TBID Assessments	-	-	1,838,723	1,840,000	1,840,000	1,767,625
4001500 - Miscellaneous Income	7	-	5,213	-	-	5,000
Carryover from 2018-2019	-	-	24,000	24,000	24,000	-
Total Income	7	0	1,867,937	1,864,000	1,864,000	1,772,625
Expense						
5001000 - Staff Expenses						
5007000 - Wages	21,174	25,000	302,333	306,900	332,200	286,877
5007100 - FICA Expense	1,568	1,975	22,132	23,320	25,300	20,617
5007200 - Unemployment Expense	203	351	2,584	4,053	4,400	2,637
5007400 - Health & Accident Expense	2,955	2,993	40,757	34,604	37,600	34,801
5007500 - Retirement Expense	1,376	2,010	20,658	24,015	26,025	19,890
5007700 - Workers Compensation Expense	115	135	1,578	1,560	1,700	1,603
5007800 - Staff Employment Expense	-	-	-	-	-	-
Total 5001000 - Staff Expenses	27,391	32,464	390,042	394,452	427,225	366,425
5009000 - Administrative Expenses						
5009200 - Computers	650	385	10,727	10,285	11,820	10,997
5009300 - Equipment & Repair Expense	-	208	1,468	2,288	4,000	2,324
5009500 - Liability Insurance	-	-	2,375	2,400	2,400	2,343
5009600 - Meeting Expenses	376	483	9,468	10,063	10,200	11,089
5009650 - TBID Communications	-	-	2,158	2,950	3,000	3,537
5009700 - Office Supplies	-	83	2,252	2,113	2,200	2,835
5009750 - Postage	(24)	417	1,873	6,587	7,000	2,981
5009800 - Professional Training	(1,598)	-	9,186	15,400	16,650	7,715
5009850 - Legal and Accounting	-	-	11,561	15,100	16,200	15,932
5009900 - Telephone/Wireless Equipment	800	556	5,683	6,116	6,668	5,507
Total 5009000 - Administrative Expenses	205	2,132	56,750	73,302	80,138	65,259
5150000 - Marketing Expenses						
5151000 - Advertising	(407)	10,250	406,403	458,295	684,000	466,502
5151500 - Film Recruitment	-	-	-	1,000	1,000	1,000
5152000 - Opportunity	3,535	-	38,235	85,120	116,500	50,099
5152500 - Printed Materials	1,272	1,000	57,819	57,930	74,500	72,531
5153000 - Publicity	10,900	9,400	64,330	130,850	145,750	27,423
5154000 - Sales Expenses	3,380	1,000	133,422	188,655	202,500	219,425
5155000 - Tradeshows/Conventions	3,653	4,125	60,294	82,940	87,390	60,602
5156000 - Visitor Information Center	-	-	9,089	9,090	14,800	4,398
5156500 - Web Site	481	500	21,971	22,940	30,197	23,233
Total 5150000 - Marketing Expenses	22,814	26,275	791,561	1,036,820	1,356,637	925,215
Total Expense	50,410	60,871	1,238,354	1,504,574	1,864,000	1,356,899
	(50,403)	(60,871)	629,583	359,426	-	415,726

Cash	Current Month	Last Month	Last Year
Unrestricted	629,446	678,392	417,226
NAIA Tournament	7,846	7,846	1,006
TBEX	-	-	54,500
Unearned Revenue	-	-	10,566
Contract Reserves	-	17,533	-
BOD Restricted	294,019	294,019	188,627
Total Cash	931,311	997,789	671,924





**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	7	4	3	17	\$1,157,625	28	61%
Room Nights	124	2,190	1,101	1,730	5,145		7,900	65%

Citywide Sports and Sports Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY19
Sport Bookings	4	10	7		21	\$3,453,750	20
Room Nights	1,005	3,335	11,010		15,350		21,895

Pending Meeting & Convention, Sports, and Citywide Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY Goal	% to Goal
Pending	2	10	15		27	8,538,750	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%

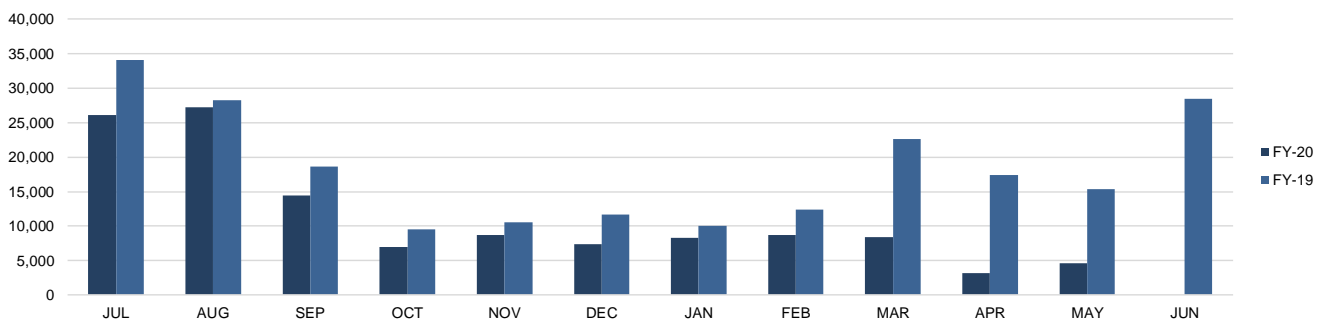
Servicing and Facilitation

	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		841	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	3,175	4,651		124,179
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	66	157		2,285	2,446
Reach	153,600	28,500	218,900	198,700	301,000	324,100	276,100	150,600	334,500	83,500	68,500		2,138,000	1,073,803
Value	47,500	23,500	91,500	62,400	138,600	268,300	52,400	20,500	153,100	15,100	10,900		\$883,800	\$782,700



AVIATION PASSENGERS

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	134,661	118,766	88,598	0	342,025
Total Enplanements	133,078	118,319	90,469	0	341,866

ROOM DEMAND- REPORTED ON CALENDAR YEAR

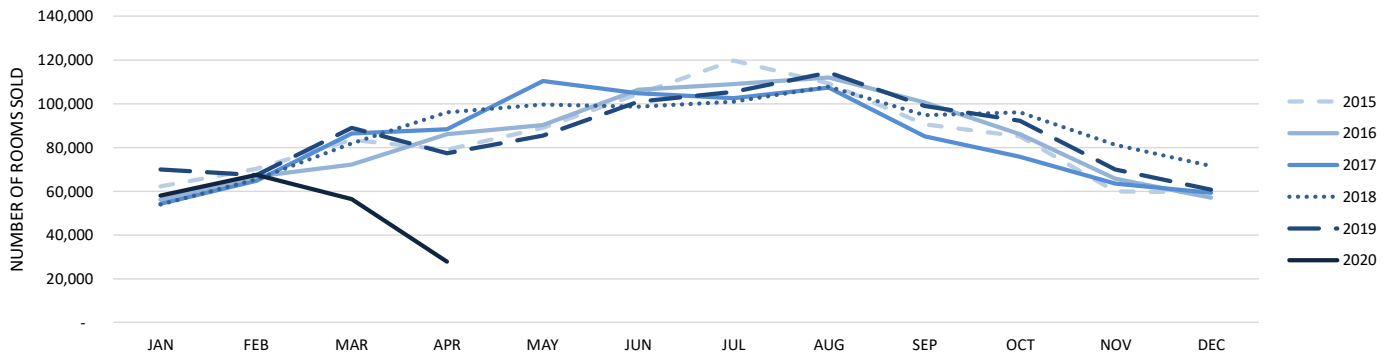
Percent Change

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									-23.9
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									209,581
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

LOCATION	2020	2019
Billings, MT	40.5%	53.9%
Montana	37.8%	47.6%
United States	45.7%	63.2%
Bozeman, MT	47.0%	65.1%
Missoula, MT	36.6%	47.6%
Rapid City, SD	30.6%	39.8%
Sioux Falls, SD	42.8%	57.7%
Bismarck, ND	40.4%	57.2%
Boise, ID	47.9%	65.1%
Madison, WI	39.7%	57.4%
Helena, MT	36.2%	56.4%
Great Falls, MT	40.1%	50.7%

CURRENT MONTH OCCUPANCY

April		
LOCATION	2020	2019
Billings, MT	23.0%	54.8%
Montana	21.0%	50.3%
United States	24.5%	67.8%
Bozeman, MT	25.9%	66.4%
Missoula, MT	19.7%	59.3%
Rapid City, SD	18.9%	42.2%
Sioux Falls, SD	19.0%	60.1%
Bismarck, ND	19.4%	63.1%
Boise, ID	20.6%	72.5%
Madison, WI	20.9%	63.0%
Helena, MT	16.8%	60.7%
Great Falls, MT	23.3%	52.9%

Current Month Occupancy

