



**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  
March 26th, 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.*

- I. Executive Session.....7:30
- II. Call to Order – J. Studiner, Chairman.....8:30
  - a. Conference Call-in will be available at this time via the below information:
    - i. Dial: (866) 876-1424 with a passcode of 2730236
- III. Public Comment – Comments offered via phone regarding items not included on the agenda are allowed here
  - a. Comments limited to three (3) minutes per speaker
- IV. Approval of February Board Meeting Minutes – J. Studiner – Page 2-3.....ACTION
- V. Approval of February Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-5.....ACTION
- VI. New Business.....8:35-10:00
  - a. COVID-19: Impacts & Actions to Date – J. Studiner
    - i. FY20 Operations & Budget Adjustments – A. Tyson
    - ii. Leisure Marketing and Campaign Information – A. Murnion
    - iii. Servicing/Fulfillment Adjustments – A. Voeltz
    - iv. Status of Meeting and Convention Recruitment – S. Cattarin
    - v. Visitor Service Center/Volunteer Management – L. Ashmore
  - b. FY21 Revenue Projection & Approval – A. Tyson.....ACTION
  - c. FY21 Marketing Priorities and Strategies – A. Tyson.....ACTION
  - d. 2020 NAIA Report per cancellation – A. Tyson
  - e. 2022 MHSAs Bids with MetraPark – A. Tyson.....ACTION
- VII. Old Business.....10:00-10:15
  - a. Business Displacement BPA – Follow-up/BHCC.....ACTION
- VIII. Partner Update.....10:15-10:20
  - a. Chamber of Commerce
  - b. YCLA Update
- IX. Board Comments.....10:20-10:30
- X. Adjournment – J. Studiner .....ACTION

Next Meeting: TBD



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

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

**Board Members Absent:**

**Ex-Officio Member Present:**

**Staff Present:** Alex Tyson, Luke Ashmore, Alyson Murnion, Megan Stevenson, Stefan Cattarin, John Brewer, Dan Brooks

**Others Present:** Jordan Clayton with Townplace Suites; Tim Geisler with Erck Hotels; Chief Rich St. John

**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 January 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 January Financial and Variance Reports.

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

**New Business**

**Public Safety in Billings** – Billings Police Chief Rich St. John gave a presentation on Public Safety in the Billings community. He gave an overview of Billings Police Department (BPD) calls and services verse the population growth over the years. Chief St. John discussed the City of Billings Department as a whole and BPD's Crime Reduction Strategies. Dan Brooks of the Chamber presented how Crime Prevention by Environmental Design (CPTED) can aid in crime prevention for the Billings community. He focused on how smart design can help create safer spaces. Dan discussed how the Billings Chamber in partnership the BPD and Downtown Billings Alliance will help provide CPTED surveys for business who are looking at improving safety for employees and customers.

**Short-term Rentals** – Steve updated the Board on his and Alex's conversation with the Bench Blvd. Airbnb's ownership of short term rentals in Billings. Steve expressed they wanted to be able to give to TBID and discussed their thoughts on Project Recode in relation to Airbnb's in the city.

**Air Service Meetings Update** – Steve informed the Board of the progress with air service and airline meetings.

**Old Business**

**Trail Guides Program Update** – Alyssa updated the Board on the progress with Trail Guide presentations. She also played the new Trail Guide training videos for the Trail Guide landing page for VisitBillings.com.

**FY20 Marketing Update** – Aly walked the Board through the Great American Road Trip Campaign. She discussed the progress being made as well as potential partnerships and takeovers to assist in elevating the campaign.

**March 2020 Board Meeting Date** – Alex discussed moving the March Board meeting due to NAIA preparations and State A Combined Basketball Tournament. The Board agreed to move the TBID Board Meeting to Thursday, March 26<sup>th</sup>.

**Partner Updates**

**Chamber of Commerce** - John provided an update on the Chamber's upcoming Aspirational city visit and the National Award the Chamber received at WACE for Elections Matter.

**YCLA** - Jordan provided an update on YCLA training on February 25<sup>th</sup> for Mental Health Training.

**Board Comments**

Alex discussed her presentation to City Council alongside of the Chamber. She informed the Board of a plan to include more tourism industry education with the Budget Approval presentation at City Council to ensure all council members are aware of the importance of tourism funding and economic impact of the industry.



Ron informed the Board the former Red Lion had planned to re-open the Tower portion of the hotel. He was unaware of plans to change the name or reopen the conference rooms.

George made a motion to adjourn the meeting; Brian seconded. Meeting adjourned at 10:20.

Submitted by Alyssa Voeltz

## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of February 29, 2020

Revenue over expenses is \$18,629 over budget.

Revenue is \$2,062 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 \$16,567 under budget.

- Staff Expenses are \$2,152 under budget from staffing changes.
- Administrative Expenses are \$3,539 under budget from office supplies, postage and TBID communications.
- Marketing Expenses are \$10,875 under budget from the following:
  - Advertising is under budget \$215.
  - Opportunity is \$10,785 under budget from the TBEX airfare and printing. These expenses were covered by the TBEX sponsor funds.
  - Printed Materials is under budget \$574 from presentation materials.
  - Tradeshows is over budget \$1,474 from anticipated registration and travel costs.
  - Website is under budget \$677 due to timing of when work is performed and necessary.



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

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR
	Actual	Budget	Feb 2020 Actual	Feb 2020 Budget		Feb 2019 Actual
<b>Income</b>						
4001100 - TBID Assessments	-	-	1,838,723	1,840,000	1,840,000	1,792,625
4001500 - Miscellaneous Income	241	-	3,339	-	-	2,058
Carryover from 2018-2019	-	-	-	-	24,000	-
<b>Total Income</b>	<b>241</b>	<b>0</b>	<b>1,842,062</b>	<b>1,840,000</b>	<b>1,864,000</b>	<b>1,794,683</b>
<b>Expense</b>						
<b>5001000 - Staff Expenses</b>						
5007000 - Wages	26,710	25,000	230,679	231,900	332,200	212,125
5007100 - FICA Expense	1,978	1,950	16,470	17,445	25,300	15,106
5007200 - Unemployment Expense	447	351	1,582	3,000	4,400	1,620
5007400 - Health & Accident Expense	3,561	2,993	29,445	25,625	37,600	24,139
5007500 - Retirement Expense	1,763	2,010	15,369	17,729	26,025	14,662
5007700 - Workers Compensation Expense	140	135	1,158	1,155	1,700	1,145
5007800 - Staff Employment Expense	-	-	-	-	-	-
<b>Total 5001000 - Staff Expenses</b>	<b>34,600</b>	<b>32,439</b>	<b>294,702</b>	<b>296,854</b>	<b>427,225</b>	<b>268,798</b>
<b>5009000 - Administrative Expenses</b>						
5009200 - Computers	1,935	2,385	7,742	7,730	11,820	7,253
5009300 - Equipment & Repair Expense	178	208	1,275	1,664	4,000	1,735
5009500 - Liability Insurance	-	-	2,375	2,400	2,400	2,343
5009600 - Meeting Expenses	777	628	6,809	6,569	10,200	7,281
5009650 - TBID Communications	156	-	2,108	2,950	3,000	150
5009700 - Office Supplies	391	83	1,972	1,864	2,200	2,487
5009750 - Postage	81	417	1,735	3,336	7,000	2,454
5009800 - Professional Training	125	-	10,784	10,800	16,650	6,556
5009850 - Legal and Accounting	-	-	11,561	12,100	16,200	15,432
5009900 - Telephone/Wireless Equipment	643	556	3,962	4,448	6,668	4,099
<b>Total 5009000 - Administrative Expenses</b>	<b>4,286</b>	<b>4,277</b>	<b>50,322</b>	<b>53,861</b>	<b>80,138</b>	<b>49,789</b>
<b>5150000 - Marketing Expenses</b>						
5151000 - Advertising	3,920	3,000	330,730	330,945	684,000	316,449
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	2,309	2,300	29,055	39,840	116,500	31,356
5152500 - Printed Materials	5,314	5,100	20,136	20,710	74,500	62,721
5153000 - Publicity	5,420	5,500	34,465	34,510	145,750	20,770
5154000 - Sales Expenses	13,988	13,990	55,982	56,033	202,500	89,289
5155000 - Tradeshows/Conventions	15	-	51,254	49,780	87,390	41,697
5156000 - Visitor Information Center	693	690	9,089	9,090	14,800	2,380
5156500 - Web Site	294	315	17,438	18,115	30,197	17,115
<b>Total 5150000 - Marketing Expenses</b>	<b>31,952</b>	<b>30,895</b>	<b>548,147</b>	<b>559,023</b>	<b>1,356,637</b>	<b>581,776</b>
<b>Total Expense</b>	<b>70,837</b>	<b>67,611</b>	<b>893,171</b>	<b>909,738</b>	<b>1,864,000</b>	<b>900,362</b>
	<b>(70,597)</b>	<b>(67,611)</b>	<b>948,891</b>	<b>930,262</b>	<b>-</b>	<b>894,320</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	962,716	1,045,077	894,320
NAIA Tournament	29,973	8,019	42,348
TBEX	-	-	33,500
Unearned Revenue	-	-	-
Contract Reserves	17,533	17,533	-
BOD Restricted	294,019	294,019	188,734
<b>Total Cash</b>	<b>1,304,240</b>	<b>1,364,647</b>	<b>1,158,903</b>





**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	\$756,900	28	39%
Room Nights	124	2,190	1,050		3,364		7,900	43%

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

Pending Meeting & Convention, Sports, and Citywide Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY Goal	% to Goal
Pending	2	10	16		28	5,683,500	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%

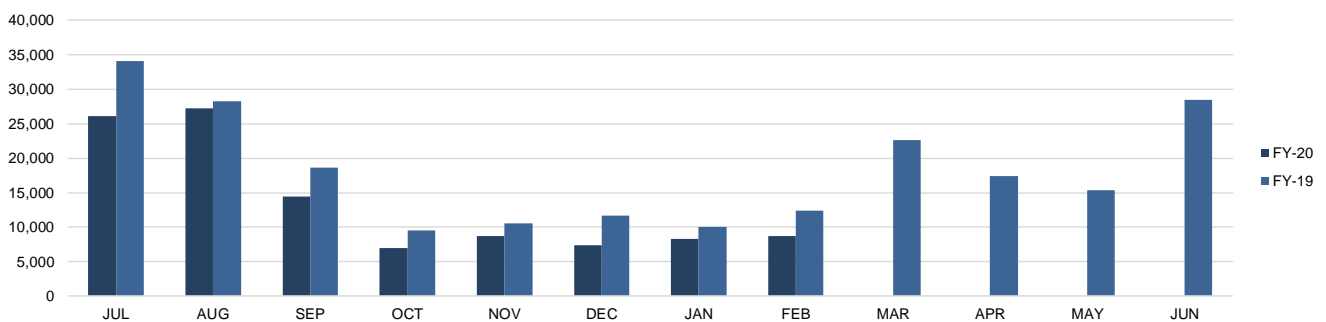
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY19
Group Servicing	25	9	2			36
Sports Servicing		1	3			4
Visitor Packets	3,181	1,515	2,327			7,023
						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					107,995
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					1,922	2,446
Reach	153,600	28,500	218,900	198,700	301,000	324,100	276,100	150,600					1,651,500	1,073,803
Value	47,500	23,500	91,500	62,400	138,600	268,300	52,400	20,500					\$704,700	\$782,700



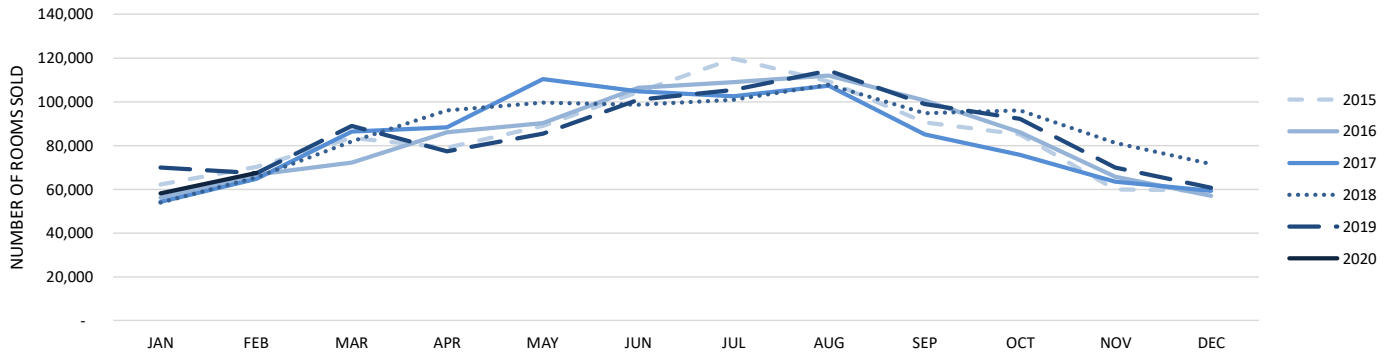
**AVIATION PASSENGERS**

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	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

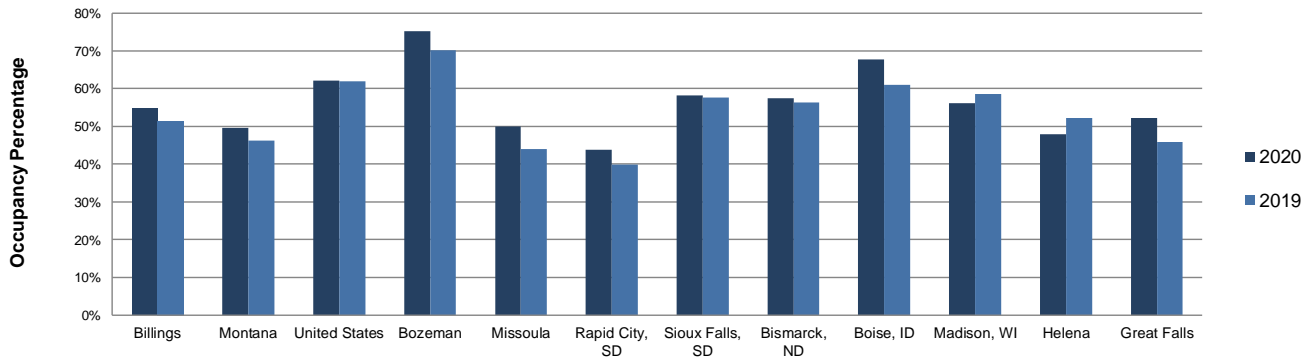
**BILLINGS ROOM ROOM DEMAND 2015-PRESENT**



**OCCUPANCY REPORT**

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

**Current Month Occupancy**



**ACTIVITY REPORT  
FY JULY 1, 2019- JUNE 30, 2020**

**CITYWIDE AND MEETING & CONVENTIONS BOOKINGS**

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
US Army Vet Reunion	NR	CVB	80	19 to 21 Jun-20	O	BHCC	\$ 18,000	Q1
NWPPA Electric Utility	NR	CVB-P	24	15 to 16 Sep 20	O	HGI	\$ 5,400	Q1
NWPPA Work Order System	NR	CVB-P	20	16 to 17 Sep 20	O	HGI	\$ 4,500	Q1
<b>Q1 BOOKED EVENTS</b>		<b>3</b>		<b>Q1 ROOM NIGHTS</b>			<b>124</b>	
SPRING (Succession Planning for Railroads Investing in the Next Generation)	NR	CVB-P	180	Aug-20	O	DT	\$ 40,500	Q2
Breast Feeding Learning Collaborative	TS	CVB-P	250	6 to 7 Apr-20	O	BHCC	\$ 56,250	Q2
Spotlight Events	NR	CVB-P	70	27 to 29 Mar- 20	O	CI	\$ 15,750	Q2
Energy Council	NR	CVB-P	270	15 to 19 Sep-21	O	NH	\$ 60,750	Q2
Governor's Conference on Tourism & Recreation	SR	CVB-P	550	26 to 28 Apr-20	O	NH, DT, BWCT	\$ 123,750	Q2
MT State Public Defenders (MSPD)	RR	CVB	270	7 to 9 Oct 20	O	BHCC	\$ 60,750	Q2
35th Regiment Reunion	NR	CVB	600	24 to 27 Sep- 20	O	TBD	\$ 135,000	Q2
<b>Q2 BOOKED EVENTS</b>		<b>5</b>		<b>Q2 ROOM NIGHTS</b>			<b>2,190</b>	
MT Auto Dealers Assoc	RR	CVB	400	20-Jun	O	DT	\$ 90,000	Q3
Big Sky Drug and Alcohol Symposium	LR	CVB	200	June 18-19, 2020	O	DT	\$ 45,000	Q3





Trauma Invested Institute for Fostering Resilient Learners	LR	CVB-P	450	3 to 4 Aug-20	CW	DT/NH/BH	\$ 101,250	Q3
IBEW GCC1 Union	NR	CVB-P	51	July 6-10, 2020	O	TBD	\$ 11,475	Q3
<b>Q3 BOOKED EVENTS</b>			<b>3</b>	<b>Q3 ROOM NIGHTS</b>			<b>1,050</b>	
<b><u>TOTAL BOOKINGS</u></b>	<b><u>TOTAL ROOM NIGHTS</u></b>				<b><u>TOTAL ECONOMIC IMPACT</u></b>			
<b>11</b>	<b>3,364</b>				<b>\$ 756,900</b>			

**CITYWIDE SPORTS AND SPORTS BOOKINGS**

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Southern C Girls Divisional Volleyball	LR	CVB-P	80	7 to 9 Nov-19	SP		\$ 18,000	Q1
GNAC Cross Country Championships	LR	CVB-P	150	25 to 26 Oct-19	SP	HGI & DT	\$ 33,750	Q1
Western Walk-off Youth Baseball Tournament	LR	CVB-P	575	26 to 28 Jun- 20	SP	TBD	\$ 129,375	Q1
Montana State Girls Wrestling Tournament	LR	CVB-P	200	6 to 7 Mar 20	SP	TBD	\$ 45,000	Q1
<b>Q1 BOOKED EVENTS</b>			<b>4</b>	<b>Q1 ROOM NIGHTS</b>			<b>1,005</b>	
All American Indian Shootout	LR	CVB	400	12/6-7/19	CWS	QI & HI (HQ) & ALL	\$ 90,000	Q2
Youth Football	NR	CVB	385	Nov 28 - Dec 1	CWS	BHCC(HQ) & ALL	\$ 86,625	Q2
BSSG Curling	LR	CVB-P	100	24 to 26 Apr- 20	SP	ALL	\$ 22,500	Q2
BSSG Dance-Ballroom	LR	CVB-P	100	4-Apr-20	SP	ALL	\$ 22,500	Q2
BSSG Dance-Stage	LR	CVB-P	250	3 to 5 Apr-20	SP	ALL	\$ 56,250	Q2



BSSG Hockey	LR	CVB-P	350	17 to 19 Apr-20	SP	ALL	\$ 78,750	Q2
BSSG Figure Skating	LR	CVB-P	200	20-Apr-2019	SP	ALL	\$ 45,000	Q2
D2CCA WBB Tip Off Classic	LR	CVB-P	500	4 to 7 Nov-21	SP	TBD	\$ 112,500	Q2
D2CCA WBB Tip Off Classic	LR	CVB-P	500	Nov-23	SP	TBD	\$ 112,500	Q2
2019 Holiday Classic Basketball Tournament	LR	CVB-P	550	20 to 22 Dec-19	SP	TBD	\$ 123,750	Q2
<b>Q2 BOOKED EVENTS</b>			<b>10</b>			<b>Q2 ROOM NIGHTS</b>		<b>3,335</b>
<b><u>TOTAL BOOKINGS</u></b>	<b><u>TOTAL ROOM NIGHTS</u></b>					<b><u>TOTAL ECONOMIC IMPACT</u></b>		
<b>14</b>	<b>4,340</b>					<b>\$ 976,500</b>		

<b>PENDING MEETING &amp; CONVENTIONS, SPORTS, AND CITYWIDE BOOKINGS</b>								
<b>NAME</b>	<b>ORIGIN</b>	<b>SOURCE</b>	<b>ROOM NIGHTS</b>	<b>DATE</b>	<b>TYPE</b>	<b>LOCATION</b>	<b>ECONOMIC IMPACT</b>	<b>QTR.</b>
Family Reunion	NR	CVB	50		O	TBD	\$ 11,250	FY19-20 Q1
Exec Board Retreat	NR	CVB			O	TBD	\$ -	FY19-20 Q1
<b>Q1 PENDING EVENTS</b>			<b>2</b>			<b>Q1 PENDING ROOM NIGHT</b>		<b>50</b>
Marine Pilots Reunion	TS	CVB	200	Summer 2021	O	TBD	\$ 45,000	FY19-20 Q2
Innovate Montana 2020	LR	CVB	300	Summer 2020	O	TBD	\$ 67,500	FY19-20 Q2
Health Professionals Network	TS	CVB	120	May-22	O	NH/DT	\$ 27,000	FY19-20 Q2
True Incentive: VERDESIAN LIFE SCIENCES V.I.P. SUMMIT	TS	CVB	488	8 to 10 July 20	O	DT / NH	\$ 109,800	FY19-20 Q2
AIIPA Annual Conference	NR	CVB-P	580	21 to 25 May 22	O	TBD	\$ 130,500	FY19-20 Q2



JCI National Convention	LR	CVB-P	450	21 to 25 Apr-20	O	TBD	\$ 101,250	FY19-20 Q2
American Association of Woodturners 2023	NR	CVB-P	2200	Jun-23	CW	TBD	\$ 495,000	FY19-20 Q2
Montana Audubon Bird Festival	LR	CVB-P	300	4 to 6 Jun-21	O	TBD	\$ 67,500	FY19-20 Q2
National Guard & Officers National Event	LR	CVB	1800	Jun-23	CW	TBD	\$ 405,000	FY19-20 Q2
Rocky Mountain Coal Mining Institute	TS	CVB-P	150	12 to 18 Aug-20	O	TBD	\$ 33,750	FY19-20 Q2
<b>Q2 PENDING EVENTS</b>			<b>10</b>			<b>Q2 PENDING ROOM NIGHT</b>		<b>6,588</b>
ICJ Annual Meeting	NR	CVB-P	283	20-Oct	O	TBD	\$ 63,675	FY19-20 Q3
US Foods	NR	CVB-P	45	20-Apr	O	TBD	\$ 10,125	FY19-20 Q3
US Foods	NR	CVB-P	45	20-May	O	TBD	\$ 10,125	FY19-20 Q3
US Foods	NR	CVB-P	45	20-Aug	O	TBD	\$ 10,125	FY19-20 Q3
US Foods	NR	CVB-P	45	20-Oct	O	TBD	\$ 10,125	FY19-20 Q3
Association of Northwest Weavers Guild Conference	LR	CVB-P	800	23-Jun	O	TBD	\$ 180,000	FY19-20 Q3
Dust Ball Rally	NR	CVB-P	50	20-Jul	O	TBD	\$ 11,250	FY19-20 Q3
DII Men's/ Women's Cross Country	LR	CVB-P		2022-2023, 2023-2024, 2024-2025, 2025-2026	SP	TBD	\$ -	FY19-20 Q3
DII Women's Basketball	LR	CVB-P		2022-2023, 2023-2024, 2024-2025	SP	TBD	\$ -	FY19-20 Q3
DII Men's Basketball	LR	CVB-P		2023-2024, 2024-2025, 2025-2026	SP	TBD	\$ -	FY19-20 Q3



DII Baseball	LR	CVB-P		2022-2023, 2023-2024,	SP	TBD	\$ -	FY19-20 Q3
DII Volleyball	LR	CVB-P		2022-2023, 2024-2025	SP	TBD	\$ -	FY19-20 Q3
Northwest Regional Telehealth Resource Center (NRTRC) 2021 Conference	NR	CVB-P	240	Apr-21	O	TBD	\$ 54,000	FY19-20 Q3
MT Correctional Assoc	LR	CVB-P	150	Sept 16-18, 2020	O	TBD	\$ 33,750	FY19-20 Q3
Siemens Healthcare	NR	CVB-P	40	June 22-26, 2020	O	TBD	\$ 9,000	FY19-20 Q3
Confidential 2023	NR	CVB-P	4800	Jun-23	CW	TBD	\$ 1,080,000	FY19-20 Q3
<b>Q3 PENDING EVENTS</b>			<b>16</b>			<b>Q3 PENDING ROOM NIGHT</b>		<b>18,622</b>
<b><u>TOTAL PENDING</u></b>						<b><u>TOTAL PENDING ROOM NIGHTS</u></b>		<b><u>TOTAL PENDING ECONOMIC IMPACT</u></b>
<b>28</b>						<b>25,260</b>	<b>\$</b>	<b>5,683,500</b>

<b>CANCELLED/ LOST/ UNDETERMINED BUSINESS</b>					
<b>NAME</b>	<b>REASON</b>	<b>YEAR</b>	<b>ROOM NIGHTS</b>	<b>ECONOMIC IMPACT</b>	<b>LOST TO</b>
Motor Maids 2022	Lost- Bid was withdrawn by local membership	2022	1000	\$ 225,000	Ohio
MT DECA 2020	Lost- rate/ location/ support/ space/ incentives/ experiences	2020	325	\$ 73,125	Fairmont Hot spring, MT
MT DECA 2021	Lost- rate/ location/ support/ space/ incentives/ experiences	2021	325	\$ 73,125	Fairmont Hot spring, MT



MT DECA 2022	Lost- rate/ location/ support/ space/ incentives/ experiences	2022	325	\$ 73,125	Unknown
USS Leary	Lost- Membership decision	2020	175	\$ 39,375	Unknown
MT Hotel Lodging Association Annual Meeting	Lost-Voters chose competitor city	2020	150	\$ 33,750	Whitefish, MT
USS Iowa	Lost- Membership decision	2020	90	\$ 20,250	Rapid City, SD
SITE SE Incentive	Insufficient: industry event / significant cost associated with hosting	2020	150	\$ 33,750	Bahamas
SISO (Society of Independent Show Organizers)	Insufficient: industry event / significant cost associated with hosting	2022	600	\$ 135,000	Unknown
Rever Family Reunion	Undetermined: No response since august 8	2020	50	\$ 11,250	Undetermined
Oil and Gas Measurement Meeting	Cancelled	2019	25	\$ 5,625	Cancelled
ESCORT 2020	Lost- Decided on a larger tier city	2020	750	\$ 168,750	Memphis, TN
Innovate Montana Symposium	Lost- Committee chose another destination	2020	300	\$ 67,500	Missoula, MT
SORNA Regional Workshop	Lost- No bidding hotels. All CVENT properties turn down the business	2020	60	\$ 13,500	Unknown
True Incentive: VERDESIAN LIFE SCIENCES V.I.P. SUMMIT	Undetermined: No response after multiple attempts by phone and email	2020	488	\$ 109,800	Unknown
Adrenaline Dance	Lost-No adequate facility to meet RFP needs	2020	300	\$ 67,500	Unknown



<u>TOTAL</u>	<u>TOTAL ROOM NIGHTS</u>	<u>TOTAL ECONOMIC IMPACT</u>
16	5,113	\$ 1,150,425

**COVID-19 IMPACTED**

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	COMMENTS
Governor's Conference on Tourism & Recreation	SR	CVB-P	550	18 to 20 Apr-21	O	NH, DT, BWCT	\$ 123,750	Conference postponed to 2021 due to COVID-19 and CDC guidelines
<u>TOTAL</u>			<u>TOTAL ROOM NIGHTS</u>				<u>TOTAL ECONOMIC IMPACT</u>	
1			550				\$ -	

**BILLINGS TRAIL GUIDES**

GROUP	ATTENDEES	DATE	QTR
Homewood Suites and Hampton Inn & Suites	22	26-Aug-19	Q1
Hampton Inn	11	27-Aug-19	Q1
TBEX Volunteers	5	5-Sep-19	Q1
<b>Q1 GROUPS</b>	<b>3</b>	<b>Q1 ATTENDEES</b>	<b>38</b>
Stella's Bakery	14	27-Oct-19	Q2
Tourism Event	5	28-Oct-19	Q2
Northern Hotel	28	18-Nov-19	Q2
Best Western PLUS Kelly Inn and Suites	6	12-Dec-19	Q2
Trailhead Leadership Academy	10	18-Dec-19	Q2



<b>Q2 GROUPS</b>	<b>5</b>	<b>Q2 ATTENDEES</b>	<b>63</b>
Youth Leadership Billings	40	22-Jan-02	Q3
Quality Inn Homestead Park	8	30-Jan-20	Q3
Leadership Billings Class A	22	4-Mar-20	Q3
Leadership Billings Class B	17	11-Mar-20	Q3
<b>Q3 GROUPS</b>	<b>4</b>	<b>Q3 ATTENDEES</b>	<b>87</b>
<b>TOTAL GROUPS</b>		<b>TOTAL ATTENDEES</b>	
<b>12</b>		<b>188</b>	

<b>CITYWIDE AND MEETING &amp; CONVENTIONS SERVICING/ FACILITATION</b>						
<b>NAME</b>	<b>INFORMATION ASSISTANCE <i>i.e. Convention Bags or Materials</i></b>	<b>ON SITE FACILITATION</b>	<b>CUSTOM SERVICES</b>	<b>DATE</b>	<b>LOCATION</b>	<b>QTR. SERVICED</b>
*Model T Ford	75			15-Jul-19	BHCC	Q1
NCCD	60			17-Jul-19	BHR	Q1
Big Sky Balloon Festival	15			26-Jul-19		Q1
Marine Corp League	675	900		4-Aug-19	BHCC	Q1
MT Assoc of Clerks and Recorders Annual Meeting	65			12-Aug-19		Q1
MT Association of the Blind	75			26-Aug-19	NHR	Q1
Motor Carriers of MT	125			27-Aug-19	NH	Q1



Zonta Centennial Conference	100			26-Aug-19	BHCC	Q1
USS Rupertus	30			3-Sep-19	BHCC	Q1
Glendive 60th Reunion	70			4-Sep-19	NH	Q1
MT Labor Relations	175			9-Sep-19	BHCC	Q1
TBEX	550	500		9-Sep-19	BHCC	Q1
5th Bomb Reunion	40			18-Sep-19	BHCC	Q1
McCoy Reynolds Reunion	40			25-Sep-19	HIS	Q1
<b>Q1 SERVICED EVENTS</b>	<b>14</b>		<b>Q1 WELCOME ASSISTANCE</b>	<b>2,095</b>	<b>Q1 ON SITE FALICITATION</b>	<b>1,400</b>
MT Leagues of Cities & Towns	500			1-Oct-19	BHCC	Q2
National Letter Carriers	300			2-Oct-19	DT	Q2
Financial Aid	175			14-Oct-19	DT	Q2
MT DES Coordinators	60			14-Oct-19	BHR	Q2
MT Speech & Hearing Conference	150			16-Oct-19	BHR	Q2
RM Early Childhood Development	500		Paul Tough in room	16-Oct-19	BHCC	Q2
Catholic Teacher Days	120	200		18-Oct-19	RL	Q2
AMSNW Dist. 13 1st Quarter Board Meeting	120			23-Oct-19	BHCC	Q2





Billings Music Teachers	60			24-Oct-19	BHR	Q2
<b>Q2 SERVICED EVENTS</b>	<b>9</b>	<b>Q2 WELCOME ASSISTANCE</b>	<b>1,985</b>	<b>Q2 ON SITE FALICITATION</b>		<b>200</b>
MT Water Well Driller Assoc	125			5-Feb-20	BHCC	Q3
Winter Thaw Conference	100			21-Feb-20	NH	Q3
<b>Q3 SERVICED EVENTS</b>	<b>2</b>	<b>Q3 WELCOME ASSISTANCE</b>	<b>225</b>	<b>Q3 ON SITE FALICITATION</b>		<b>-</b>
<b>TOTAL SERVICED</b>	<b>TOTAL INFORMATION ASSISTANCE i.e. Welcome Packets/Materials</b>			<b>TOTAL ON SITE ASSISTANCE</b>		
<b>25</b>	<b>4,305</b>			<b>1,600</b>		

SPORTS SERVICING/HOSPITALITY						
NAME	INFORMATION ASSISTANCE	ON SITE FACILITATION	CUSTOM SERVICES	DATE	LOCATION	QTR. SERVICED
2019 GNAC Cross Country Championship	10	130	Team Welcome bags	25-Oct-19	Amend Park	Q2
<b>Q2 SERVICED EVENTS</b>	<b>1</b>	<b>Q2 WELCOME ASSISTANCE</b>	<b>10</b>	<b>Q2 ON SITE FALICITATION</b>		<b>130</b>
All Class State Wrestling Tournament		500	Hospitality Room	14 to15 Feb-20	MetraPark	Q3
MT State Girls Wrestling Tournament	400			6 to 7 Mar-20	Senior High	Q3
State A Basketball		250	Hospitality Room	12 to 13 Mar-20	MetraPark	Q3
<b>Q3 SERVICED EVENTS</b>	<b>3</b>	<b>Q3 WELCOME ASSISTANCE</b>	<b>400</b>	<b>Q3 ON SITE FALICITATION</b>		<b>750</b>
<b>TOTAL SERVICED</b>	<b>TOTAL INFORMATION ASSISTANCE i.e. Welcome Packets/Materials</b>			<b>TOTAL ON SITE ASSISTANCE</b>		
<b>4</b>	<b>410</b>			<b>880</b>		

**SITE VISITS/FAM TOURS**



NAME	ROOM NIGHTS	DATE	ACTION	QTR. TOURED
Andi Fisher and Emily Taylor	3	18 to 20 Jul- 19	Influencers	Q1
Carles and Julie McCool	2	8 to 10 Sep- 19	Influencers	Q1
Marlon Beauperthuy	2	10 to 11 Sep- 19	Netherlands/ Tour Operator Le Beau Reizen	Q1
Martinique Lewis	2	14 to 16 Sep-19	Influencers	Q1
Energy Council	4	20 to 22 Nov- 19	Site Visit	Q2
ICJ Annual Meeting	3	26 to 29 Jan-20	Site Visit	Q3
ANWG 2023	0	17-Feb-20	Site Visit	Q3

MARKETING INITIATIVES/EXPOSURE/PUBLICITY	
NAME	REASON/RESULTS
Summer National Campaign	TBA
Spring Regional Campaign	Regional encouraging weekend getaways and event focused trips. Always on regional includes, Billings Brew Trail, Shopping, and Family Activities!

EVENTS ATTENDED			
NAME	LOCATION	STAFF	REASON
IOM- West Institute	Los Angeles, CA	AV	Professional Training
CDME Training	St. Louis, MO	SC	Professional Training
Connect Marketplace	Louisville, KY	SC	M&C Tradeshow
Small Market Meetings Conference	Green Bay, WI	SC	M&C Tradeshow
Meetings Today	Victoria, BC	SC	M&C Tradeshow
TAC Meeting	Helena, MT	AT, AV	Meeting
SEMT Board Meeting	Miles City, MT	AM	Board Meeting
CDME Training	Madison, WI	SC	Professional Training
Connect Southwest	Scottsdale, AZ	SC	M&C Tradeshow
MSAE Luncheon	Helena, MT	SC	Association Sales
LA Travel and Adventure Show	Los Angeles, CA	AM	Tradeshow
Denver Travel and Adventure Show	Denver, CO	AM	Tradeshow



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**KEY**

**ORIGIN CATEGORIES:** **TS-** *Tradeshaw*; **LR-** *Local Referral*; **SR-** *State Referral*; **RR-** *Regional Referral*; **NR-** *National Referral*; **P-** *Prospecting*

**SOURCE CATEGORIES:** **CVB-** *Originated from CVB*; **CVB-P-** *Partnered with other entity*;

**TYPE CATEGORIES:** **CW-** *Citywide Booking*; **SP -** *Sports Booking*; **CWSP-** *Citywide Sport Booking*; **O-** *Other Booking*

**PENDING RFPs/Bids:** Date in parenthesis denotes the expected decision date.

**SERVICING/FACILITATION:** Event names that have an asterisk (\*) in front of it indicate the event was previously booked by Visit Billings

**ECONOMIC IMPACT FORMULA:** **\$225/Room Night**

**PROPERTY KEY:** **BHCC-** *Billings Hotel and Convention Center*; **BHR-** *Bighorn Resort*; **DT-** *DoubleTree*; **HGI-** *Hilton Garden Inn*; **RL-** *Red Lion Hotel Billings*; **NH-** *Northern Hotel*



