



**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\***

**May 14th, 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.*

\*Due to the current COVID-19 mandates and regulations in effect, and in order to play a role in responsibility of curbing the spread of the virus in Yellowstone County, the Billings Tourism Business Improvement District Board Meeting for May, will be conducted via teleconference. All Board members, staff, and public will call in. There will be no in-person meeting.

In accordance with state law, the meeting will remain open to the public via the conference call-in number.

**DIRECTIONS TO ATTEND MEETING VIA TELECONFERENCE\*\*:**

(866) 876-1424 | Passcode: 2730236

\*\*Please mute your phone when not speaking to ensure best possible audio quality.

- 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 April Board Meeting Minutes – J. Studiner – Page 2.....ACTION
- IV. Approval of April Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 3-4.....ACTION
  - a. Grant Applications
- V. Old Business.....8:45- 9:45
  - a. VB Operations, Budget Planning, Recovery Plan, Industry Data Updates – A. Tyson
  - b. Yellowstone County Restart and Recovery/Chamber Update – J. Brewer
  - c. Chamber/VB/VSEMT Office Re-opening Plan – J. Reiser
  - d. VIC Re-opening Plan – A. Voeltz
  - e. Public Safety Mill Levy Update – D. Brooks
  - f. NTTW Report – A. Murnion/L. Ashmore
  - g. Marketing Report – A. Murnion
  - h. HearHere! – L. Ashmore
  - i. Visitor Services/Facilitation Update – A. Voeltz
- VI. Partner Update.....9:45-9:55
  - a. YCLA Update
- VII. Board Comments.....9:55-10:05
- VIII. Adjournment – J. Studiner .....ACTION

Next Meeting: Thursday, June 11<sup>th</sup>



Managed by the Billings Chamber

**BOARD OF DIRECTORS  
MINUTES – April 9th, 2020**

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**Board Members Present (by 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 (by phone):** Alyssa Voeltz, Luke Ashmore, Alyson Murnion, Megan Stevenson, John Brewer

**Others Present (by phone):**

**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 March 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 February Financial and Variance Reports.

MOTION: Steve motioned to approve the financial reports with correction of Staff expenses; Shelli seconded; Motion carried

**New Business**

**CARES Act** – Megan updated the Board on the CARES Act and the application for \$10,000 grant to help with expenses. It will take 14-21 days before more status information is available. She also discussed the TBID does not qualify for Payroll Protection Plan as a 501c6.

**Old Business**

**COVID-19 and VB: Responsibility, Relationships, Resources, Reeducate, Recovery, Resiliency** – Alex discussed the progress of the marketing plan and the challenges it brings with COVID-10 uncertainties. She was hopeful that the Responsibility, Relationships, Resources, Reeducate, Recovery, Resiliency will play a crucial role in Billings recovery process.

**Board Members - Open Discussion regarding COVID-19 and Hospitality Industry** – The Board discussed new ways to help build the marketing budget to help increases visitation at Montana's Trailhead.

**Marketing Program/Leisure Campaign Plans** – Aly discussed the strategy for leisure marketing and the regional and staycation traveler.

**FY21 Budget Follow-up** – Alex discussed that Visit Billings is preserving as many marketing and sales funds as possible. \$240k in marketing projects and sales missions were canceled as expense reductions in April, in addition to staffing changes made in March which will also result in budget savings. These funds will assist as FY21 carryover and may ultimately help the organization heading into FY22 depending on traveler mobilization and revenue projections as 2020 and the COVID-19 impacts are revealed.

**Partner Updates**

**Chamber of Commerce** – John updated the Board on the Unified Health Command for the Economic Response Recovery Team. He informed the Board that Alex is representing the hospitality industry. Mike Nelson with Northern Hotel represents the lodging community on that committee.

**Board Comments**

Ron informed the Board of a group of people utilizing a stolen CLC card to stay at hotels in Billings.

Shelli made a motion to adjourn the meeting; George seconded. Meeting adjourned at 9:50

Submitted by Alyssa Voeltz



## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of April 30, 2020

Revenue over expenses is \$258,244 over budget.

Revenue is \$3,929 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 \$254,315 under budget.

- Staff Expenses are \$663 over budget from staffing changes and a \$5,000 SBA grant (part of the EIDL application).
- Administrative Expenses are \$14,625 under budget from the following:
  - Meetings is under budget \$489.
  - Postage is under budget \$4,273 from expense savings.
  - Professional Training is under budget \$4,616 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 \$677 under budget.
- Marketing Expenses are \$240,354 under budget from the following:
  - Advertising is under budget \$41,235 from savings in miscellaneous advertising opportunities.
  - Film Recruitment is \$1,000 under budget from expense savings.
  - Opportunity is \$50,420 under budget from the TBEX airfare and printing as well as cancelled projects that will not happen this year.
  - Publicity is under budget \$68,020 from TBEX.
  - Sales Expense is \$56,169 under budget from savings in meeting planner site inspections and the NAIA tournament.
  - Tradeshows is under budget \$22,174 from cancelled tradeshows.
  - Website is under budget \$950 due to timing of when work is performed and necessary.



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

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR
	Actual	Budget	Apr 2020 Actual	Apr 2020 Budget		Apr 2019 Actual
<b>Income</b>						
4001100 · TBID Assessments	-	-	1,838,723	1,840,000	1,840,000	1,767,625
4001500 · Miscellaneous Income	8	-	5,206	-	-	4,329
Carryover from 2018-2019	-	-	24,000	24,000	24,000	-
<b>Total Income</b>	<b>8</b>	<b>0</b>	<b>1,867,929</b>	<b>1,864,000</b>	<b>1,864,000</b>	<b>1,771,954</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	16,302	25,000	281,159	281,900	332,200	261,617
5007100 · FICA Expense	1,578	1,950	20,564	21,345	25,300	18,767
5007200 · Unemployment Expense	302	351	2,381	3,702	4,400	2,356
5007400 · Health & Accident Expense	3,070	2,993	37,802	31,611	37,600	31,206
5007500 · Retirement Expense	1,628	2,266	19,283	22,005	26,025	18,216
5007700 · Workers Compensation Expense	115	135	1,463	1,425	1,700	1,450
5007800 · Staff Employment Expense	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>22,995</b>	<b>32,695</b>	<b>362,651</b>	<b>361,988</b>	<b>427,225</b>	<b>333,612</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	599	635	10,076	9,900	11,820	9,119
5009300 · Equipment & Repair Expense	68	208	1,468	2,080	4,000	2,126
5009500 · Liability Insurance	-	-	2,375	2,400	2,400	2,343
5009600 · Meeting Expenses	1,046	833	9,091	9,580	10,200	9,278
5009650 · TBID Communications	50	-	2,158	2,950	3,000	487
5009700 · Office Supplies	154	83	2,252	2,030	2,200	2,809
5009750 · Postage	116	417	1,897	6,170	7,000	2,631
5009800 · Professional Training	-	-	10,784	15,400	16,650	6,994
5009850 · Legal and Accounting	-	-	11,561	15,100	16,200	15,932
5009900 · Telephone/Wireless Equipment	560	556	4,883	5,560	6,668	5,114
<b>Total 5009000 · Administrative Expenses</b>	<b>2,593</b>	<b>2,732</b>	<b>56,545</b>	<b>71,170</b>	<b>80,138</b>	<b>56,833</b>
<b>5150000 · Aprketing Expenses</b>						
5151000 · Advertising	23,900	21,100	406,810	448,045	684,000	435,485
5151500 · Film Recruitment	-	-	-	1,000	1,000	-
5152000 · Opportunity	5,148	5,230	34,699	85,120	116,500	43,624
5152500 · Printed Materials	33,247	32,500	56,547	56,930	74,500	71,853
5153000 · Publicity	12,154	10,850	53,430	121,450	145,750	25,502
5154000 · Sales Expenses	30,089	24,500	131,486	187,655	202,500	210,977
5155000 · Tradeshow/Conventions	2,299	-	56,641	78,815	87,390	57,759
5156000 · Visitor Information Center	-	-	9,089	9,090	14,800	2,518
5156500 · Web Site	1,782	1,700	21,489	22,440	30,197	22,231
<b>Total 5150000 · Aprketing Expenses</b>	<b>108,619</b>	<b>95,880</b>	<b>770,191</b>	<b>1,010,545</b>	<b>1,356,637</b>	<b>869,949</b>
<b>Total Expense</b>	<b>134,207</b>	<b>131,307</b>	<b>1,189,388</b>	<b>1,443,703</b>	<b>1,864,000</b>	<b>1,260,393</b>
	<b>(134,199)</b>	<b>(131,307)</b>	<b>678,541</b>	<b>420,297</b>	<b>-</b>	<b>511,561</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	678,392	812,130	510,561
NAIA Tournament	7,846	8,846	1,006
TBEX	-	-	49,500
Unearned Revenue	-	-	10,566
Contract Reserves	17,533	17,533	-
BOD Restricted	294,019	294,019	188,627
<b>Total Cash</b>	<b>997,789</b>	<b>1,132,527</b>	<b>760,259</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	3	14	\$1,157,625	28	50%
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	5		19	\$2,711,250	20
Room Nights	1,005	3,335	7,710		12,050		21,895

Pending Meeting & Convention, Sports, and Citywide Bookings

Pending	2	10	16		28	8,482,500	N/A	N/A
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**FACILITATION**

Billings Trail Guides

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	3	5	4		12	20	60%
Attendees	38	63	87		188	200	94%

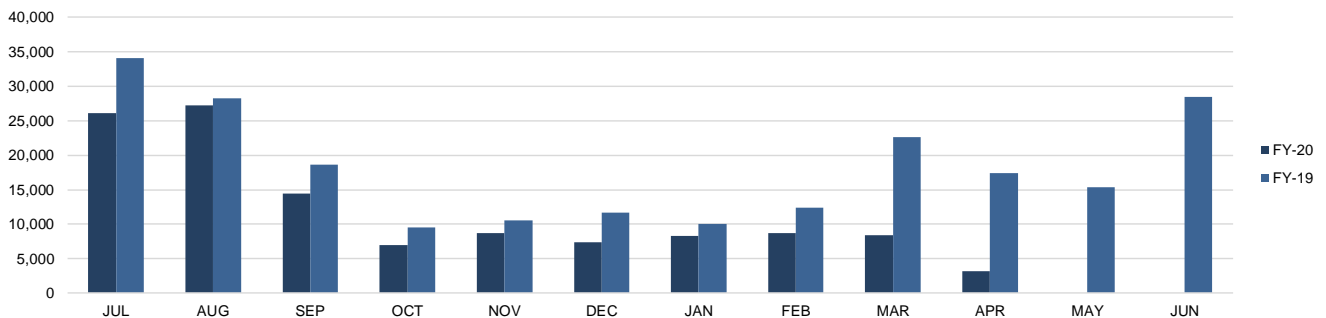
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY19
Group Servicing	25	9	2		36	30
Sports Servicing		1	3		4	8
Visitor Packets	3,181	1,515	3,107		277	8,080

**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			119,528
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			2,128	2,446
Reach	153,600	28,500	218,900	198,700	301,000	324,100	276,100	150,600	334,500	83,500			2,069,500	1,073,803
Value	47,500	23,500	91,500	62,400	138,600	268,300	52,400	20,500	153,100	15,100			\$872,900	\$782,700



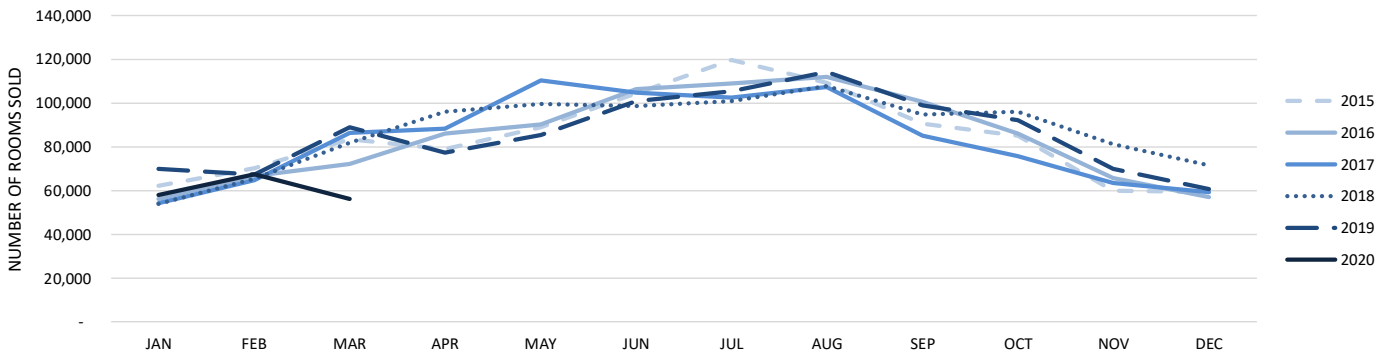
**AVIATION PASSENGERS**

	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													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
2020	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	-12.1	6.5	-32.2										-12.6
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													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
2020	Rooms Sold	58,003	67,317	56,347									181,667
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	45.9%	53.7%		Billings, MT	41.3%	60.9%	
Montana	43.1%	46.6%		Montana	37.8%	51.3%	
United States	51.8%	61.6%		United States	39.4%	68.2%	
Bozeman, MT	65.3%	69.0%		Bozeman, MT	54.8%	74.1%	
Missoula, MT	41.9%	43.7%		Missoula, MT	36.6%	49.1%	
Rapid City, SD	34.1%	38.9%		Rapid City, SD	27.7%	42.9%	
Sioux Falls, SD	50.8%	56.9%		Sioux Falls, SD	41.2%	64.5%	
Bismarck, ND	47.3%	55.3%		Bismarck, ND	35.5%	60.7%	
Boise, ID	55.9%	62.6%		Boise, ID	45.1%	72.0%	
Madison, WI	45.4%	55.4%		Madison, WI	35.2%	60.7%	
Helena, MT	42.7%	54.9%		Helena, MT	35.6%	61.5%	
Great Falls, MT	44.9%	50.0%		Great Falls, MT	36.6%	56.9%	

**Current Month Occupancy**

