



MISSION – To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

**Board of Directors Meeting
January 12, 2012
Chamber Board Room – 9:00a.m.**

- | | | |
|------|--|------------------|
| I | Call to Order – Steve Wahrlich | 9:00 am |
| II | Public Comment on Items Not on the Agenda
(Comments limited to 3 minutes per speaker) | |
| III | December 8, 2011 Board Minutes pages 2-3 —SW
December 12, 2011 Board Minutes pages 4-6 --SW | ACTION
ACTION |
| IV | Approval of Financial Report page 7—LG | ACTION |
| V | Old Business
a. Mid Year Budget Adjustment Update – JB
b. Williston Tour – JB
c. Air Service Update – JB
d. Sports Recruitment – SW
e. Contract Review – SW | 9:05--9:30 am |
| VI | New Business
Accountability Measures – JB pages 8-9
a. Room Night Bookings | 9:30-9:50 am |
| VII | Marketing/PACE Update pages 10-16 - JB | 9:50-10:00 am |
| VIII | Adjourn | |

Future Meeting Dates:

February 9, 2012 (Bring it to Billings Presentation – tentative)
March 8, 2012

TBID Board of Directors Minutes – December 8, 2011

Board Members Present: Steve Wahrlich, Shelli Mann (via phone), Ron Spence, Joyce Bratland, Ginny Hart, Cheri Milne

Board Members Absent: Ben Kerns

Ex-Officio member Present: Chris Ervin

Staff Present: John Brewer, Jennifer Reiser, Kelly McCandless, Tom Krause, Linda Gleason

Others Present: Tom Binford, Chris Frye

Call to Order

Steve Wahrlich, Chair of the Board, called the meeting to order at 9:00 am in the Billings Chamber of Commerce/CVB Board Room.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve November 12, 2011 Board Minutes.

MOTION: Ron motioned to approve the minutes; Cheri seconded; Motion carried.

Approval of Financial Report

Linda presented the October financial report. The Board discussed a mid-year budget revision to be developed in January with a summary of changes. Steve requested a motion to approve the October Financial Report.

MOTION: Joyce motioned to accept the report; Cheri seconded; Motion carried.

Old Business

Internal Financial Review

Due to illness, Ben was unable to participate in the review. Joyce reviewed randomly selected invoices each month and distributed an expense audit summary. Joyce recommends the same process for next year but with two Board members as was originally planned for this year. The Board also discussed that the Treasurer should review and sign to acknowledge monthly bank reconciliations. Linda will work with Ginny on this.

Grant Applications

Grant applications were distributed to all Board members along with a scoring sheet. Scoring sheets with comments are due to Kelly December 15, 2011; however grant applications will be discussed at the December 12, 2011 strategic planning session.

Williston Air Service

There is a meeting December 9, 2011 with Gulf Stream to discuss the possibility of direct air service from Billings to Williston, Helena, and Missoula. We will develop a specific campaign for the Williston market, including a tour of the area mid-January. Following the tour, staff will present a proposed marketing plan to the Board.

New Business

Chris Fry Presentation – Sport Business Interests

Chris presented his contract proposal to generate business through sport. This includes generating room nights, creating an awareness of Billings as a regional sport capital, and building a competitive identity, as well as developing annual events in Billings. The Board will further discuss this proposal as it develops strategies at the December 12, 2011 strategic planning session.

Billings Air Service Overview

Tom Binford, Director, Billings Logan International Airport, gave an overview of the past and present Billings air service, catchment area, top markets, market growth and airline market shares.

Marketing/PACE Update

In the interest of time, these items will be reviewed at the December 12, 2011 strategic planning session.

The meeting adjourned at 10:30am, and will reconvene December 12, 2011 at 9am at the Billings Hotel & Convention Center.

Submitted by Jennifer Reiser

**TBID Board of Directors
Minutes – December 12, 2011
Strategic Planning Session**

Board Members Present: Steve Wahrlich, Shelli Mann, Ron Spence, Joyce Bratland, Ginny Hart

Board Members Absent: Ben Kerns, Cheri Milne

Ex-Officio member Present: Chris Ervin

Staff Present: John Brewer, Jennifer Reiser, Kelly McCandless, Tom Krause

Others Present: none

Call to Order

Steve Wahrlich, Chair of the Board, called the meeting to order at 9:00 am in the Billings Hotel and Convention Center.

Public Comment

None

Completion of Business Meeting Agenda from December 8, 2011

Grant Applications

Grant applications were distributed to all Board members along with a scoring sheet at the December 8, 2011 Board meeting. Board members individually scored the applications and discussed their selections. The results of the Board's discussion are as follows:

Advanced Wall Advertising

**Awarded \$4500, an additional \$300 placed in reserve for Chamber/CVB production costs.*

***Award contingent on the following:*

- o Complimentary advertising for the Chamber/CVB*
- o Minimum four TV's purchased*

Montana Contractor's Association (2012 Energy & Construction Expo)

**No TBID Grant Funds Awarded*

***Chamber/CVB will allocate \$4000-5000 from the TBID budget to support this event*

Chase Hawks Memorial Association Rough Stock Rodeo

**No TBID Grant Funds Awarded*

Heart and Sole Run

**Awarded \$5000 in TBID Grant Funds*

Little Bighorn Days

**No TBID Grant Funds Awarded*

Special Olympics of Montana

**No TBID Grant Funds Awarded*

Zombie Carnival – Horror Convention

**No TBID Grant Funds Awarded*

Big Brothers Big Sisters Big Time Auction

**No TBID Grant Funds Awarded*

Billings Livestock Commission Horse Sales

**No TBID Grant Funds Awarded*

Treasure State Classic

**No TBID Grant Funds Awarded*

Magic City Classic

**Awarded \$3500 in TBID Grant Funds*

Moss Mansion

**Awarded \$1700 in TBID Grant Funds*

Sports Consultant

The Board discussed Chris Frye's consulting proposal. Ron Spence voiced concerns that he and his property owners have about spending money on this when perhaps we could use existing staff and community resources to accomplish the same thing. It was mentioned that it is difficult to create relationships in these specialized markets and Chris already has established relationships.

There were also some concerns about the potential to be competing with Lake Tahoe and Spokane for sporting events since Chris already represents those communities. Chris stated in his presentation that it would be rare that these communities would be competing for the same events due to differences in their infrastructure, venues, and local sport entities.

Shelli motioned to contract with Chris Frye for a minimum of one year beginning January 1, 2012 contingent on receiving more clarity on his monthly salary and definition of "expenses". Joyce seconded; Steve, Shelli, and Joyce voted in favor, Ron voted against. Motion carried.

Chamber/CVB and TBID Contract Review

The Chamber/CVB and TBID contract has not been reviewed for four years. Steve and another TBID Board member along with Chamber Board representatives will conduct a review.

Marketing/PACE Update

John presented the Marketing and PACE update through November 2011. Reports indicate that we are not currently meeting our goals. John and Tom are actively working with groups in an effort to improve.

Other Business

Steve stated that recently a check was issued from TBID to the Clocktower Inn to offset lodging costs for the Christmas on Ice event. Although TBID no longer issues checks directly to hotels, this arrangement was made two years ago when the organization still engaged in this practice. Steve wanted to make sure that the Board was aware of the situation. No objections were made.

The Board meeting adjourned at 10:10am and the Board moved into Strategic Discussion.

Strategic Discussion

Randall Research Executive Summary

John reviewed the Randall Research Executive Summary. Key focus areas have been motor enthusiasts, team sports, and events. Motor coach will shift to Custer Country with continued minimal Chamber/CVB support. Board members stated that the conference visitor segment is getting stronger. The CVB should be more destination management rather than just focusing on marketing. We also need to emphasize the shoulder season. These concepts should be included in our future strategic plan.

Review Current Marketing Plan

a. Meeting & Conventions Recruitment

Steve, Shelli, and John suggested changing our target markets to include groups that will utilize 400 guest rooms, an increase from the 350 guest rooms indicated in the current marketing plan. Tom noted that one-on-one prescheduled meetings as well as pre- and post-conference activities are more valuable compared to simply attending trade shows. The Board agreed to increase outreach for the Bring it to Billings campaign and focus on local lead generation. During the mid-year budget review and adjustments we need to include expenses for the development of new media in the Williston, ND area.

Increased Board involvement via reporting/dialogue related to meetings and conventions was discussed. The agenda structure and presentation of information will need to be revised.

b. Leisure Recruitment

Primary focus areas include the need to:

- increase media involvement (e.g. encourage to write about us)
- broaden hotel/tourism partners involvement in packages and specials
- evaluate existing projects (e.g. monthly events calendar)
- increase creativity/aggress in electronic, mobile, and social media

c. Sports

The Board and staff will work with Chris Frye, sports consultant, in the area of Sports Recruitment.

The strategic planning session adjourned at 11:45am and the Board entered an executive session.

Submitted by Jennifer Reiser

Cash Basis	TOURISM BUSINESS IMPROVEMENT DISTRICT					
	Profit & Loss Budget vs. Actual					
	Dec-11					
			Jul 11 - Dec 11	Jul 11 Dec 11	2011-12 Annual	Jul 10-Dec 10
	Dec 11	Budget	Actual	Budget	Budget	Actual
Income						
4001100 · TBID Assessments	0.00		398,371.11	407,285.00	775,000.00	358,649.13
4001500 · Miscellaneous Income	61.93		3,663.28			1,089.22
Total Income	61.93	0.00	402,034.39	407,285.00	775,000.00	359,738.35
Expense						
5001000 · Staff Expenses						
5007000 · Wages	7,628.10	11,435.00	71,583.39	69,696.00	138,306.00	56,622.06
5007100 · FICA Expense	519.28	1,025.00	5,011.89	6,372.00	12,522.00	3,853.91
5007200 · Unemployment Expense	65.34	225.00	749.79	1,378.00	3,430.00	377.39
5007400 · Health & Accident Expense	1,726.30	2,894.00	13,883.98	16,622.00	33,986.00	6,917.62
5007500 · Retirement Expense	446.80	750.00	4,163.98	3,835.00	9,402.00	3,592.56
5007800 · Staff Employment Expenses	175.00		175.00			
5007700 · Workers Compensation Expense	55.00	139.00	467.50	760.00	1,594.00	420.00
Total 5001000 · Staff Expenses	10,615.82	16,468.00	96,035.53	98,663.00	199,240.00	71,783.54
5009000 · Administrative Expenses						
5009200 · Computers			3,562.15	1,300.00	4,000.00	1,190.00
5009300 · Equipment & Repair Expense			473.83	1,250.00	2,500.00	1,059.63
5009500 · Liability Insurance			2,062.00	2,100.00	2,100.00	1,982.00
5009600 · Meeting Expenses	247.66	516.00	2,358.13	2,696.00	5,800.00	3,055.86
5009650 · Newsletter Expenses			350.00	150.00	300.00	
5009700 · Office Supplies		500.00	440.16	1,500.00	3,000.00	1,783.01
5009750 · Postage	333.65	208.00	1,298.57	1,248.00	2,500.00	1,032.84
5009800 · Professional Training			6.02	1,250.00	2,000.00	6.23
5009850 · Legal and Accounting			4,925.00	5,250.00	6,500.00	2,325.00
5009900 · Telephone/Wireless Equipment	85.00	250.00	978.17	1,500.00	3,000.00	1,218.28
Total 5009000 · Administrative Expenses	666.31	1,474.00	16,454.03	18,244.00	31,700.00	13,652.85
5150000 · Marketing Expenses						
5151000 · Advertising	18,743.34	17,604.67	124,062.48	114,864.98	216,000.00	107,900.59
5151700 · Group Service						3,979.14
5152000 · Opportunity		1,250.00	1,189.98	5,500.00	65,200.00	12,000.00
5152500 · Printed Materials	1,418.93	2,100.00	36,146.91	18,450.00	89,000.00	22,932.48
5153000 · Publicity		1,000.00	788.84	9,000.00	19,000.00	25,833.86
5154000 · Sales Expenses	1,124.80	2,000.00	17,682.00	18,500.00	55,500.00	13,888.54
5155000 · Tradeshows/Conventions	6,317.63	8,700.00	22,001.41	23,150.00	62,700.00	29,644.85
5156000 · Visitor Information Center		150.00	281.16	850.00	2,000.00	47.51
5156500 · Web Site	348.30	3,500.00	16,367.95	15,500.00	30,400.00	3,386.74
Total 5150000 · Marketing Expenses	27,953.00	36,304.67	218,520.73	205,814.98	539,800.00	219,613.71
Total Expense	39,235.13	54,246.67	331,010.29	322,721.98	770,740.00	305,050.10
	-39,173.20	-54,246.67	71,024.10	84,563.02	4,260.00	54,688.25
Cash						
			Current Month	Last Month	Last Year	
			Unrestricted	93,321	132,514	87187
			Restricted	50,000	50,000	25000
			Total Cash	143,321	182,514	112,187

Billings Chamber/CVB Event Booking Policy

The Issue: As a non-profit community organization funded by state lodging tax and accommodations fees collected through the city, the CVB and TBID are held accountable for the number of room nights they are able to generate. Part of that equation is room night generation through recruiting meetings and conventions. We serve as the sales arm for the city. However, we do not directly “book” any event through traditional means of signing contracts, etc. We have no control over room rates, fees, meal costs, available dates, and other elements that will directly effect a planner’s decision. We marry our hotel and venue partners with opportunities. We are able to offer our staff services in representing the city, offering cash subsidies at times, coordinating welcome and other host events, encouraging attendance growth and other activities that ultimately place Billings as a forerunner against our competitive cities.

The question: How do we track our booking success?

“Bookings” for the Chamber/CVB are not about taking credit. This is simply one measurement in sharing our value with stakeholders.

Comparative CVB Group Reporting Policies

Visit St Paul - St Paul Minnesota – If the CVB contacts a client and then the client goes directly to the hotel, the CVB still takes credit for the booking. If the CVB services the account while in the city, such as welcome gifts info table then the CVB counts the booking. CVENT leads that go to the hotel and then come to the CVB as an afterthought are also counted.

Go Rockford - Rockford Illinois – Counts everything they are involved with, even if it is a simple service as stuffing conference bags. The only things they don’t count are bookings that are booked or events held at The Civic Center or a large company such as Chrysler.

Woodfield Chicago Northwest – Schaumburg Illinois – If the CVB gets in on the group while they are still talking to the hotel but have not yet selected or signed a contract the CVB will count the booking. If a group books and signs a contract and then asks for servicing from the CVB, the CVB will not count it or service it.

Peoria CVB – Peoria Illinois -- Does not concentrate or record bookings. They are a “lead generating bureau.” They record how many leads they send the hotels, but do not count those bookings because they have no control over the hotels pricing etc. If they book something solely through the CVB they count it as a booking but it is not one of their goals.

Anaheim/OC CVB – Anaheim California, counts anything and everything that they touch... From Servicing to answering a phone call to sending out the RFP.

Kearny CVB – Kearny Nebraska - Does not count anything for credit. Since they all do so many different things, wear different hats they don’t really track bookings. They focus on leads.

Aurora Colorado -- CVB does not have booking goals, just lead goals. They count anything they touch as a booking or an “assist “ to bringing groups to their area.

Recommended elements for the development of a policy relating to counting CVB bookings:

Chamber/CVB involvement is considered an accountable “booking” if:

1. If we are involved prior to the issuance of a contract
2. If we have offered subsidy (new or existing)

Events encountered by the Chamber/CVB first (at trade show, online lead, cold call, etc) we will be designated as “originate.”

Events originated by another partner (metra, hotel, etc) we will designate ourselves as "partner" in our booking.

Every event we touch we will designate as "service" but will not count as a booking.

This policy will need to be an evolutionary process as we run specific examples by the board requiring clarity.



Marketing & Sales PACE Report

Citywide Meetings and Conventions

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1	1		1		1		1	1		1	1	8
Actual	0	0	0	0	0	2							2
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1500	1500		1500		1500		1500	1500		1500	1500	11,000
Actual	0	0	0	0	0	4800							4,800

Small Bookings

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1	0	2	1	1	1	2	1	0	1	1	0	11
Actual	0	1	0	3	0	2							6
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	325	325	700	325	325		700		325	325	325	325	7,000
Actual	0	60	0	850	0	350							1,260

Sporting Events

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal										1			1
Actual	0	0	2	0	0	0							2
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal										2000			2,000
Actual	0	0	900	0	0	0							900

Total Bookings

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	2	2	1	3	1	1	1	1	2	2	2	2	20
Actual	0	1	2	3	0	4							10
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1825	1825	700	1825	325	1500	700	1500	1825	2325	1825	1825	20,000
Actual	0	60	900	850	0	5150							6,960

Leads

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	10	10	10	10	10	10	10	10	10	10	10	10	120
Actual	6	15	7	4*	9	4							41

* October indicates only Tom's leads

Unique Visits: visitbillings.com

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	25k	20k	15k	10k	10k	10k	10k	10k	15k	15k	15k	20k	175,000
Actual	24,634	25,404	15,901	14,193	17,941	23,667							121,740
Avg. Session Time	8 min 59 sec	8min 45 sec	12 min 14 sec	16 min 53 sec	17m 36 sec	22m 58sec							

Stakeholder Survey

2008-09 2009-10

79%	66%
-----	-----

Room Demand Reported on **Calendar Year 2011**

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0%
Actual	4.2	1.9	-0.3	13.3	3.2	9.1	17.2	17.2	24.2				11.1%

Room Demand Reported on **Calendar Year 2012**

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0%
Actual													0.0%

Citywide Meetings/Conventions: Three or more hotels (approx 400 peak RN) and approx. 8,000 sq. ft mtg space.

Small Bookings: One hotel used with less than 250 peak RN.

Sporting Event: Sports oriented event using any local venue

Definite Bookings: Organization is holding their function in Billings with signed contracts.

Rooms Nights: Number of rooms booked over the course of the event.

Qualified Lead: Client shows interest in destination, RFPs, request dates and/or space. This total includes individual hotel event leads that would be solely contained at an individual property.

Stakeholder Survey: Annual evaluation ranking on a 10-point scale of specific marketing programs effectiveness.

Room Demand: Growth in citywide room demand based on Smith Travel Research report.

CVB Activity Report

Booked	Room Nights	Month/Year	Location	Quarter Booked
LPO Overnights (Law Enf. Training Seminar)	60	5/2012	HIGMT	1
Trailhead Classic Basketball	250	1/2012	City Wide	1
Southern Classic Basketball	650	12/2011	City Wide	1
MT Organic Association	300	12/2011	Hilltop/St. V's	2
United Pentecostal	250	7/2012	TBD	2
Helms Briscoe Leadership Forum	300	TBD	TBD	2
Leadership Summit	200	3/2012	Crowne	2
Shore Destinations (BIA)	150	3/2012	TBD	2
MT Conf. of Education Leadership	2400/year	2013 & 2015	City wide	2

10-11 Bids/RFP's	Room Nights	Year	Status	Decision Date	Quarter Bid
BMW Motorcycle Owners of America	6000	2013	Pending	11/2011	3
The Evangelical Church	50	2011	Cancelled	10/2011	3
Opportunity Knocks	60	2011	Cancelled		3
Building Bridges (Film making group)	600	10/2011	Cancelled	11/2011	4
Christian Meetings & Conventions	800	4/2012 or '13	Pending	6/2012	4
Association of Public Treasurers	750 each year	7/13 and/or 15	Lost		4
Non-Profit Users Group	300	10/2012	Pending	10/2011	4
24 th Annual Tanks Conf & Expo	1100	9/2013	Pending	2012	4

11-12 Bids/RFP's	Room Nights	Year	Status	Decision Date	Quarter Bid
Teva Animal Health	300	2012	Lost		1
TAP – Board Meeting	60	2012	Pending	11/2011	1
TAP – Annual Meeting	240	2012	Pending	11/2011	1
NAFSA –Assoc of Internat'l Educators	700	2013	Lost		1
Shore Destination (Native Am Training)	100		Cancelled		1
LPO Overnights	60		Booked		1
Assoc. of Partners for Public Lands	1600	2014	Pending	12/2011	1
US Dept of Personnel Management	1200	2012	Lost	11/2011	1
United Pentecostal Church	250	2012	Booked		2
Leadership Summit	200	2012	Booked	12/2011	2
NISLA (Nat'l Nursing Group)	200	2012	Pending		2
Shore Destinations (BIA)	150	2012	Booked	12/2011	2

Presentations	Results	Quarter Presented
Optimist Club	General CVB program of work presented	2

Site Tours	Room Nights	Year	Action	Quarter Toured
Chuck Manley – BMW MOA	6000	2013	Pending	1
Jane Kurlyuck – CMCA	800	4/2012 or 2013	Pending	1

Publicity	Quarter Visited
Missouri River Country/Billings CVB Fam	1

Lost Business	Reason	Year	To
ALKOTA Cleaning Systems	Not enough family activity options	2012	Dells, WI
National Volk Sport Association	Won't return Toms Calls	2015	
Livestock BIO Tech Summit	Chose larger city	2012	
Mary Kay Cosmetics	Chose larger venues	2013	
Mary Kay Cosmetics	Chose larger venues	2014	
EPA Board Meeting	Chose larger city	2012	Spokane, WA
Nat'l Wrestling Coaches Assoc.	Too expensive to fly into Billings	2012	Florida
NAFSA –Assoc of Internat'l Educators	Hotel Rates Cheaper in Bozeman	2013	Bozeman, MT
Teva Animal Health	Didn't give a specific reason	2012	Missoula, MT
Association of Public Treasurers	Bigger city and cheaper to fly into	2013/2015	Boise, ID
US Dept of Personnel Management	Less expensive to get to	2012	Springfield, MO

Advertising Campaign in Place	Description	Duration
July/August	Concert Craze Regional Leisure Promotion	July – August
September	Text to Win Dinner in Billings Promotion	September
Oct/Nov/Dec	Billings Shopping Campaign (win a \$50 Visa Gift Card)	Oct – Dec.
Jan/Feb/Mar	Billings Getaway Campaign (Couple's Getaway giveaway)	Jan - Mar

DVD Usage

Contact	Organization	Version	Link Use Approved & Sent	Notes
Ginny Hart	Big Horn Resort	MC	TLK	
LaReil Baldwin	Crowne Plaza	L	TLK	
Ginny Jones	Rotary	MC	JEK	
LaReil Baldwin	Crowne Plaza	L	TLK	
Lynette Aguilar	Prudential Floberg	L	KM	
Used on http://www.floberg.com/ http://www.floberg.com/reloc_conn.html				
Aaron Clingingsmith	MSU-Billings	M	KM	

Groups Serviced / Servicing	#Bags	Service Provided	Quarter Serviced
Quality of Life Committee (Blgs Assoc of Realtors)	500	Padded Maps & Brochures	1
Montana Silversmiths	300	Visitor Guides, Maps, Bags	1
Charity Golf Tournament	120	Bags only	1
Private Wedding Party	45	Visitor Guides Only	1
Karst Waters Institute	80	Visitor Guides, Folded Map, Padded Map	1
WalMart Heights	300	Padded Maps Only	1
Enterprise Rental Car – Down Town	200	Padded Maps, State maps	1
MasterLube	250	Visitor Guide, Custer Country, City Maps	1
Meadowlark School PTA	45	Visitor Guide, Relocation Guide, Maps	1
Holiday Inn Grand MT	250	State Maps Only	1
Forest Service	100	State Maps Only	1
Rocky Mountain Bank	8	Bags, Visitor Guide, Map, Coupons	1
Sam Studiner	160	Visitor Guide, Maps, Get Lost Stickers	1
MT Speech & Hearing	100	Visitor Guide, Maps	1
MSU-B International Studies	100	Visitor Guide, Maps, Go Play	1
BSHS Class of 1971	50	Visitor Guide, Maps	1
Enterprise Rental Car –West End	300	State Maps, Padded Maps	1
MT Parole Office	200	Visitor Guide, Maps	1
Riverstone Health	220	Visitor Guide, Maps, Weekly Event Calendar	1
Good Sam Club (RV Enthusiasts)	80	Visitor Guide, Maps, Coupons	1
Parks & Recreation	200	Visitor Guide, Maps, Coupons, Mayor Letter	1
Associated Construction Distributors	70	State Maps, Get Lost Stickers, State Guides	1
MT Nonprofit Association	500	Maps, Coupons, Their Items & Bags	1
Rocky Mountain Child Birth Conference	250	Visitor Guide only	1
League of Cities and Towns	400	Visitor Guide, Maps, TWIB, Letters, their items	2
Property Assessment for State of MT	85	Visitor Guide, Map, Coupons	2
Riverstone Health	90	Visitor Guide, Relo Guide, Hwy Map	2
MT Law Enforcement	40	Visitor Guide, Map, downtown map, Event Info	2
MT State Beekeepers Assoc.	50	City Map, Downtown Map, Coupons, Visitor Guide	2

MT State Reading Council	500	Weekly Calendar, CC, Native Info, Coupons	2
MT State Music Teachers Assoc	50	Folding map, downtown map, books	2
Rocky Mtn Assoc. of Fairs	500	Maps and their materials	2
Montana Organics	125	VG, Map, event calendar	2
MT Stockgrower's	500	Maps, coupons, their bags	2

Total Packets as of Jan. 1, 2012: 6,768

Attendance	Reason	Quarter Attended
DMAI - Joan	CDME Education/Tradeshow	1
Connect – Tom	One on One Meeting Planner Show	1
Connect Marketplace – Tom	Tradeshow	1
Coaches Clinic – Tom/Joan	Sponsorship	1
MT Fair – Joan	Community Relations/Board Duty	1
AIANTA 2011 – Joan	Convention	1
TBID Annual Showcase – Joan	Information Booth	1
TEAMS – Tom	Tradeshow	1
Rejuvenate – Tom	One on One Meeting Planner Show	2
Collinson Leadership Summit – Tom	Special invitation one on one show	2