



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

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**BOARD OF DIRECTORS MEETING  
JANUARY 10, 2013  
CHAMBER/CVB BOARD ROOM – 9:00 AM**

- I. Call to Order – Steve Wahrlich.....9:00
  
- II. Public Comment on Items Not on the Agenda  
(Comments limited to 3 minutes per speaker)
  
- III. Approval of December 13, 2012 Board Minutes - pages 2-3.....ACTION
  
- IV. Approval of December Financial & Variance Reports- L. Gleason – pages 4-5.....ACTION
  
- V. Old Business.....9:05-9:20
  - a. 2015 MetraPark Tournament Funding- S. Wahrlich.....ACTION
  - b. Convention Center Exploration – S. Wahrlich
  - c. Living in Art Project Update – A. Tyson
  
- VI. New Business.....9:20-9:45
  - a. TBID Grant Requests- S. Wahrlich.....ACTION
  - b. Hotel Parking Lot Security- R. Spence.....9:35-9:40
  - c. Strategic Objectives Document- A. Tyson.....9:40-9:45
  
- VII. Marketing/PACE Update- pages 6-10.....9:45-10:00
  - a. FY 2012-2013 To Date Tradeshow Update – T. Krause
  - b. Latest Leisure Campaign Update- K. McCandless
  - c. Sports/Other Report- A. Tyson- pages 11-12
  
- VIII. Adjournment

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**Future Meeting Dates:**

February 14, 2013 – February TBID Board Meeting  
March 14, 2013 – March TBID Board Meeting  
April 11, 2013 – April TBID Board Meeting  
May 9, 2013 – May TBID Board Meeting  
June 13, 2013 – June TBID Board Meeting

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Managed by the Billings Chamber of Commerce/Convention & Visitors Bureau

**TBID BOARD OF DIRECTORS  
MINUTES – DECEMBER 13, 2012**

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

**Board Members Absent:** None

**Ex-Officio member Present:** None

**Staff Present:** Alex Tyson, Kelly McCandless, Caitlin Hall, Linda Gleason

**Others Present:** Chris Frye

**Call to Order**

Steve Wahrlich called the meeting to order at 9:05 a.m. in the Billings Chamber of Commerce/CVB Board Room.

**Public Comment**

None

**Approval of Board Minutes**

Request for a motion to approve November 8, 2012 Board Minutes.

MOTION: Ginny motioned to approve the minutes; Shelli seconded; Motion carried.

**Approval of Strategic Planning Session Minutes**

Request for a motion to approve November 30, 2012 Strategic Planning Session Minutes.

MOTION: Ginny motioned to approve the minutes; Ben seconded; Motion carried

**Approval of Financial Report**

Request for a motion to approve November Financial Reports presented by Linda Gleason.

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

**Old Business**

**Billings' Sports Segment Update- Presentation- Chris Frye, PhD-** The bid for the National Jr. High Finals Rodeo Competition is coming up. The event takes place in June and would be a good resume builder for the community. Hosting this could allow Billings the chance to step into high school rodeo events, and eventually host the Jr. High Finals one week, and the High School Finals the next.

The net return on this event is approximately -\$75,750, but could potentially be closer to -\$40,000. A discussion ensued on how the TBID could help offset these costs, and contribute roughly \$50,000 to help bring the event here. The TBID discussed saving \$10,000 each year for four years-event is four years away. Chris will send a final proof of the bid to the association by January 10, 2013

Request for a motion to allocate up to \$50,000 for the event by taking out \$10,000 each year, starting in 2013. Ron will be the liaison and will report and participate in the processes for this event.

MOTION: Ron motioned to accept; Shelli seconded; Motion carried.

**Accomplishments for 2012**

1. Team cohesion
2. Learned the landscape
3. Secured events- 3,765 room nights were secured, giving an ROI of  $3,765 * \$85 / \$18,600 = \$17.21$  to \$1.
4. Positioning- If all goes well with the seven events Chris is positioning to get, then Billings is looking at generating roughly \$15 million. Events include the following: 2015 & 2017 NCAA DII Volleyball National Championships, 2014 NCAA DII Baseball/Softball National Championships, 2015 & 2016 NAIA

Women's Basketball National Championships, 2016 & 2017 National Junior High Finals Rodeo, 2015 & 2016 USA Wrestling West Kids & Cadets Regional Championships, UM/MT Annual Basketball Matchups and 2015 & 2016 Big Sky Basketball Championships.

5. Areas to target- AAU Volleyball, outdoor games, Cross Fit, "BootHell" and special events as they present themselves. "BootHell" is an idea of Chris' that incorporates Cross Fit activities on Boothill trail.

### **Randall Visit/Strategic Planning Session Follow Up**

- Art Project update- Alex informed Tina that the TBID board approved the art project. However, issues arose when the artist, Shawn Abel, posted unprofessional comments on his Facebook page. The YMCA had Shawn take down his posts, and asked him to be more cautious with his remarks in the future. The YMCA will now be the business partner on this project. The KOA gave the YMCA all of the money they need to wrap their building in the artwork. The next step is to address any structural issues associated with wrapping the building. The YMCA will present any information and updates at the January YCLA meeting.
- Convention Center Next Steps- Alex and Steve met with Tina to discuss funding and support from the community. The objective is to see if the city is interested in helping. The TBID cannot commit any money yet since the numbers are unknown. The Tax Increment and Finance Districts funds are tapped out. Tina is cautious about the money available, however, she thinks this is a positive thing for the city. A discussion ensued about increasing TBID bed tax up a \$1 to help with funds. A group will need to be appointed to focus on the marketing and ongoing operation of the center. The hope is that the city will help maintain the facility, not the county.  
The TBID discussed taking a road trip to Casper, Cheyenne and a few other destinations, to view and gain an understanding of how these venues handle their finances and operations. The TBID will pay for these trips. Alex will speak to Judy Randall and discuss options for three other cities the TBID board should visit. A preliminary game plan will be established in January and then presented to the board.
- Future Funding- There are no TBID grant applications in and the deadline is Friday. The board agreed to postpone the deadline to next Wednesday, instead of tomorrow.
- Airport Interior Enhancement- Board will look into hosting a meeting there in the next few months to get a better look at how to improve the interior of the airport.

**MetraPark Tournament Funding**- TBID will give \$10,000 for large tournaments, and \$5,000 for small tournaments. January or February, board will address details and additional funding in 2013. TBID Board plans to speak at an upcoming MetraPark meeting to discuss future funding for them. Motion was previously accepted, discount the action noted.

### **New Business**

**Air Service Incentive Policy**- Request for a motion to approve the Proposed Position listed in the Air Service Committee Minutes from July 12, 2012.

MOTION: Ginny motioned to accept; Ron seconded; Motion carried.

### **Marketing/PACE Update**

**Latest Leisure Campaign Update**- Over 250 Mingle Bells sent. A few national placements will take place in the upcoming months.

Meeting adjourned 10:30 a.m.

Submitted by Caitlin Hall

**TOURISM BUSINESS IMPROVEMENT DISTRICT**  
**Profit & Loss Budget vs. Actual**  
**December 2012**

	CURRENT MONTH		YEAR TO DATE		2012-13 Annual	July 11-Dec 11
	December 12	Budget	July 12- Dec 12	July 12- Dec 12		
			Actual	Budget		
<b>Income</b>						
4001100 · TBID Assessments			447,019.53	445,000.00	840,000.00	398,371.11
4001500 · Miscellaneous Income	89.88		909.43			3,663.28
Carryover from 2011-2012					33,000.00	
<b>Total Income</b>	89.88	0.00	447,928.96	445,000.00	873,000.00	402,034.39
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	13,909.02	13,575.50	85,291.00	84,701.00	169,445.00	71,583.39
5007100 · FICA Expense	998.08	996.45	7,535.29	6,226.37	12,456.82	5,011.89
5007200 · Unemployment Expense	67.04	75.00	764.49	883.00	2,414.00	749.79
5007400 · Health & Accident Expense	1,548.91	2,480.00	9,293.46	14,762.00	29,642.00	13,883.98
5007500 · Retirement Expense	749.47	749.56	4,620.49	4,930.30	10,360.18	4,163.98
5007700 · Workers Compensation Expense	123.00	94.00	738.00	562.00	1,132.00	467.50
5007700 · Staff Employment Expenses	0.00	0.00	0.00	0.00	0.00	175.00
<b>Total 5001000 · Staff Expenses</b>	17,395.52	17,970.51	108,242.73	112,064.67	225,450.00	96,035.53
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers		1,000.00	322.50	2,000.00	3,000.00	3,562.15
5009300 · Equipment & Repair Expense		250.00	525.79	1,250.00	2,500.00	473.83
5009500 · Liability Insurance			2,062.00	2,100.00	2,100.00	2,062.00
5009600 · Meeting Expenses	614.88	516.00	3,798.13	3,007.00	7,275.00	2,358.13
5009650 · Newsletter Expenses						350.00
5009700 · Office Supplies	314.71		1,372.80	1,025.00	2,225.00	440.16
5009750 · Postage	243.79	200.00	747.58	1,225.00	2,500.00	1,298.57
5009800 · Professional Training	200.00	1,800.00	5,782.29	5,800.00	10,000.00	6.02
5009850 · Legal and Accounting			470.00	6,000.00	7,000.00	4,925.00
5009900 · Telephone/Wireless Equipment	222.46	250.00	765.41	1,500.00	3,000.00	978.17
<b>Total 5009000 · Administrative Expenses</b>	1,595.84	4,016.00	15,846.50	23,907.00	39,600.00	16,454.03
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	2,529.00	19,070.00	111,840.42	104,420.00	229,840.00	124,062.48
5151500 · Film Recruitment			2,190.68			0.00
5152000 · Opportunity	4,681.41	5,000.00	29,657.65	31,000.00	75,000.00	1,189.98
5152500 · Printed Materials	418.90	2,000.00	27,722.18	41,800.00	77,115.00	36,146.91
5153000 · Publicity	1,836.86	1,000.00	16,887.74	13,250.00	23,500.00	788.84
5154000 · Sales Expenses	4,571.37	3,385.00	34,210.22	33,310.00	111,600.00	17,682.00
5155000 · Tradeshows/Conventions	7,685.77	4,000.00	25,779.07	21,900.00	41,895.00	22,001.41
5156000 · Visitor Information Center			1,014.43	1,000.00	2,000.00	281.16
5156500 · Web Site	1,957.35	8,650.00	25,365.00	30,300.00	47,000.00	16,367.95
<b>Total 5150000 · Marketing Expenses</b>	23,680.66	43,105.00	274,667.39	276,980.00	607,950.00	218,520.73
<b>Total Expense</b>	42,672.02	65,091.51	398,756.62	412,951.67	873,000.00	331,010.29
	<b>-42,582.14</b>	<b>-65,091.51</b>	<b>49,172.34</b>	<b>32,048.33</b>	<b>0.00</b>	<b>71,024.10</b>
		<b>Cash</b>	<b>Current Month</b>	<b>Last Month</b>	<b>Last Year</b>	
		Unrestricted	194,277	236,859	93,321	
		Restricted	75,000	75,000	50,000	
		<b>Total Cash</b>	269,277	311,859	143,321	

## DECEMBER 2012 VARIANCE REPORT

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Year to date revenue over expenses are \$17,100 over budget.

Year to date revenue is \$2,900 over budget made up of the following variances:

- TBID Assessments are \$2,000 over budget.
- Other Revenue is \$900 over budget from interest income.

Year to date expenses are \$14,200 under budget.

- Staff Expenses are \$3,800 under budget.
- Administrative Expenses are \$8,000 under budget due mostly to timing with funds for a new computer and we haven't received the invoice for our annual review and 2<sup>nd</sup> quarter services from Schafer & Associates.
- Marketing Expenses are \$2,300 under budget consisting of:
  - Advertising is over budget \$7,400 from the ASAE Online Ad and Sports Advertising.
  - Opportunity is \$1,300 under budget.
  - Printed Materials are \$14,000 under budget for the following print projects: Scenic Drive (\$4,800), Bring it To Billings (\$5,000), Presentation Materials and the Vacation Guide.
  - Publicity is \$3,600 over budget from Photos and timing with the Trailhead Tourism Ambassador Program and Motor Coach International Operators.
  - Tradeshows are \$3,900 over budget due to both timing paying for Tradeshow registrations and from attending the IMEX and Sportslink Tradeshows.
  - Film Recruitment Expenses are \$2,200 over budget.
  - Website Expenses are under budget \$4,900.

## MARKETING & SALES PACE REPORT

### GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
<b>Groups</b>	8	8	0	0	16	27	59%
<b>Room Nights</b>	2,860	3,590	0	0	6,450	21,000	31%

### VISITS FOR: [visitbillings.com](http://visitbillings.com)

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	10k	10k	9k	8k	7k	6k	6k	6k	6k	7k	7k	8k	90,000
Actual	12,067	10,860	10,649	9,941	9,346	10,278							63,141

### STAKEHOLDER SURVEY

2008-2009	2009-2010	2010-2011	2011-2012	2012-2013*
79%	66%	N/A	83%	85%

\*Goal-actual number unknown

### 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	3%
Actual	7.9	11.7	17.7	26.3	7.0	-0.5	-7.1	-7.8	-9.1	12.4	3.5		3.7

### YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2012	2011
Billings, MT	70.1%	67.6%
Montana	61.3%	60.0%
United States	62.6%	61.1%
Bozeman, MT	64.5%	61.9%
Missoula, MT	57.8%	59.1%
Rapid City, SD	60.3%	56.4%
Sioux Falls, SD	64.0%	62.3%
Bismarck, ND	77.3%	79.4%
Boise, ID	64.8%	59.7%
Madison, WI	64.9%	63.3%
Helena, MT	58.6%	61.6%
Great Falls, MT	63.0%	62.0%

### CURRENT MONTH OCCUPANCY

NOVEMBER		
LOCATION	2012	2011
Billings, MT	55.7%	53.7%
Montana	45.1%	45.0%
United States	56.5%	55.5%
Bozeman, MT	44.0%	45.1%
Missoula, MT	43.8%	41.8%
Rapid City, SD	36.9%	36.0%
Sioux Falls, SD	52.9%	54.9%
Bismarck, ND	64.2%	77.7%
Boise, ID	56.9%	53.4%
Madison, WI	56.1%	55.6%
Helena, MT	46.7%	45.6%
Great Falls, MT	52.3%	54.8%

**CVB ACTIVITY REPORT  
FY JULY 1, 2012- JUNE 30, 2013**

**BOOKED EVENTS**

NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH/ YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Ringling Brothers Barnum & Bailey	NR	CVB	200	Sep-12	O	CP,BWCT	\$ 45,000	Q1
State Mega FAM	SR	CVB-P	50	Sep-12	O	BHR	\$ 11,250	Q1
Namibia Tour	LR	CVB	10	Sep-12	O	CP	\$ 2,250	Q1
ASTSWMO	TS	CVB	600	Jul-13	O	CP	\$ 135,000	Q1
NOWCAP- Black Lung & Resp. Dis.	TS	CVB	1000	Sep-13	CW	HGI,HIGM, BHCC,KELLY	\$ 225,000	Q1
Avitus Group	LR	CVB	100	Oct-12	O	CP	\$ 22,500	Q1
Girl Scouts of MT & WY	LR	CVB	150	Apr-13	O	HIGM	\$ 33,750	Q1
Paths	LR	CVB-S	(20)	Jul-12	O			Q1
BWHS Class of 1982 Golf Tourn.	LR	CVB-S	(40)	Jul-12	O			Q1
BWHS Class of 1962 Reunion	LR	CVB-S	(100)	Jul-12	O			Q1
Make a Wish Found.- Golf Wishes	LR	CVB-S	(100)	Jul-12	O			Q1
Big Sky Ashrae	LR	CVB-S	(110)	Aug-12	O			Q1
Western Planner Conference	LR	CVB-S	(150)	Aug-12	O			Q1
2012 NADC Econ. Dev. & Procurement Conference	LR	CVB-S	(300)	Aug-12	O			Q1
MT Education Conf.	LR	CVB-S	(70)	Aug-12	O			Q1
12 MT Stockgrowers T-Bone Classic	LR	CVB-S	(125)	Aug-12	O			Q1
Faith E Church 3rd Ann. Comm. BBQ	LR	CVB-S	(100)	Aug-12	O			Q1
Global Travel Alliance Tour Group	LR	CVB-S	(40)	Aug-12	O			Q1
NOWCAP	TS	CVB-S	(20)	Aug-12	O			Q1
Frank Durant-Runs booth in Arizona	LR	CVB-S	(48)	Aug-12	O			Q1
Get up and dance	LR	CVB-S	(150)	Sep-12	O			Q1
Family Therapy Systems Group	LR	CVB-S	(45)	Sep-12	O			Q1
MT Genealogy Conf.	LR	CVB-S	(135)	Sep-12	O			Q1

AIANTA	LR	CVB-S	(150)	Sep-12	O			Q1
Paramount Pictures Crew	SR	CVB-P	750	11/12 & 12/12	O	CP	\$ 168,750	Q1
<b>Q1 BOOKED EVENTS</b>		<b>8</b>		<b>Q1 ROOM NIGHTS</b>			<b>2860</b>	
Family Reunion	LR	CVB-S	(35)	Oct-12	O			Q2
Medical Coding Conf	LR	CVB-S	(150)	Oct-12	O			Q2
Amer. Tours Int'l	LR	CVB-S	(25)	Oct-12	O			Q2
Riverstone Health	LR	CVB-S	(80)	Oct-12	O			Q2
S. Classic B-ball Tournament	LR	CVB-P	900	Dec-13	CWSP	TBD	\$ 202,500	Q2
Cadillac Touring Group	LR	CVB	20	Jun-13	O	BHR	\$ 4,500	Q2
Women of Faith (Staff Rm)	P	CVB	50	Apr-13	O	TBD	\$ 11,250	Q2
Zonta	LR	CVB	40	Apr-13	O	TBD	\$ 9,000	Q2
Native American Headstart	NR	CVB	1000	Aug-14	CW	TBD	\$ 225,000	Q2
AAU Wrestling 2014	LR	CVB	1500	Jun-14	CWSP	TBD	\$ 337,500	Q2
Elks Tennis Tourn.	LR	CVB	50	Apr-13	SP	TBD	\$ 11,250	Q2
MSUB Spring Tennis Tourn.	LR	CVB-P	30	Apr-13	SP	TBD	\$ 6,750	Q2
MT Farm Bureau	LR	CVB-S	(300)	Nov-12	O			Q2
WYO-BEN	LR	CVB-S	(20)	Nov-12	O			Q2
MT Stockgrowers	LR	CVB-S	(500)	Dec-12	O			Q2
<b>Q2 BOOKED EVENTS</b>		<b>8</b>		<b>Q2 ROOM NIGHTS</b>			<b>3590</b>	
<b>TOTAL BOOKINGS</b>		<b>TOTAL ROOM NIGHTS</b>			<b>TOTAL ECONOMIC IMPACT</b>			
<b>16</b>		<b>6450</b>			<b>\$ 1,451,250</b>			

<b>PENDING BIDS/RFP'S</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>
BMW Motorcycle Owners of America	P	CVB	6000	2015 (Feb-13)	CW	CW	\$1,350,000	2011
Vermeer Sol.Mtg. (Helms Briscoe)	TS	CVB-P	50	Mar-13 (Feb-13)	O	TBD	\$ 11,250	Q1
Ken Chertow Wrestling Camp	TS	CVB	100	Jun-13 (Feb-13)	O	BHCC	\$ 22,500	Q1
Int'l Assoc. of Work Force Professionals	TS	CVB	950	2016 (Feb-13)	CWSP	HIGM, TBD	\$ 213,750	Q1



SITE TOURS					
NAME	ROOM NIGHTS	YEAR	ACTION	QTR. TOURED	ECONOMIC IMPACT
Chuck Manley- BMW MOA	6000	2013	Pending	1 FY 2011	\$ 1,350,000
Jane Kurlyuck- CMCA	800	Apr-12	Pending	1 FY 2011	\$ 180,000
ASTSWMO	400	Jun-13	Pending	1 FY 2012	\$ 90,000

LOST BUSINESS			
NAME	REASON	YEAR	LOST TO
Nat'l Assoc. of Extradition Officials	Cheaper flights	Sep-12	Seattle, WA
ACCED Annual Conf. (W)- Assoc. of Collegiate Conf. & Events Dir. Int'l	Needs one venue	2016	N/A
ALKOTA Cleaning Systems	Not enough family activity options	2012	Dells, WI
National Volk Sport Assoc.	Won't return calls	2015	N/A
Livestock BIO Tech Summit	Chose larger city	2012	N/A
Mary Kay Cosmetics	Needs one venue	2013	N/A
Mary Kay Cosmetics	Needs one venue	2014	N/A
EPA Board Meeting	Chose larger city	2012	Spokane, WA
National Wrestling Coaches Assoc.	Cheaper flights	2012	Florida
NAFSA- Assoc. of Int'l Educators	Cheaper hotel rates	2013	Bozeman, MT
Teva Animal Health	Didn't give specifics	2012	Missoula, MT
Assoc. of Public Treasurers	Cheaper flights	2013/2015	Boise, ID
U.S. Dept. of Pers. Mgmt.	Cheaper flights	2012	Springfield, MO
Non-Profit Users Group	Cheaper flights	2012	Boise, ID
TAP Meetings	SEMT Mtg.. TAP	2012	N/A
Assoc. of Partners for Public Lands	Awaiting explanation	2014	N/A
Assoc. of ST & Terr. Solid Waste Mtg.	Missoula is prettier	2013	Missoula, MT

CANCELLED BUSINESS						
NAME	SOURCE	ROOM NIGHTS	MONTH/ YEAR	TYPE	REASON	ECONOMIC IMPACT
CALCASA	CVB	(1000)	2012	CW	Funding CXLd	(225,000.00)
24th Ann.Tanks Conf. & Expo	CVB	(800)	Sep-13	O	Funding CXLd	(180,000.00)

MARKETING INITIATIVES/EXPOSURE/PUBLICITY	
NAME	REASON/RESULTS
Journalist Tour	Chicago Sun & Indep. writers for RV Public.- 3 guests
Mega FAM & NAMFAM Tours	Promote Billings as a tourist destination
July/August Advertising Campaign	Concert Craze Regional Leisure Promotion
Fall Family Fun & Couples Getaway	Leisure Promotion fir Mid-September to Mid-November
Holiday Shopping "Mingle Bells"	Leisure Promotion for Mid-October to December

EVENTS ATTENDED			
NAME	LOCATION	STAFF	REASON
DMAI CONFERENCE	Seattle, WA	JB,AT,TK,KM	Training
Catholic Daughters Conv.	Omaha, NB	TK	Attendance Building
Montana Office of Tourism	Helena, MT	AT	Strategic Plan
Connect Marketplace	New Orleans, LA	AT, TK	Tradeshow
Energy Days	MontanaFair	AT, KM, CH	Tradeshow
MT Petroleum Association Annual Meeting	Billings, MT	AT	Tradeshow
Collinson Tech Summit	West Palm Beach, FL	TK	Tradeshow- Invitation only
SportsLink- U.S. Olympic Committee	CO Springs, CO	AT	Relationship Building
IMEX	Las Vegas, NV	TK	Tradeshow
Rejuvenate	Columbus, OH	TK	Tradeshow
AAU Annual Convention	Hawaii	CF	Relationship Building
Tourism Advisory Council Meeting	Hamilton, MT	AT	Quarterly MTOT Mtg.
Regions/CVB's Meeting	Helena, MT	AT	Meeting
DMAI CVB Sales Roundtable & Training	Chicago, IL	TK	CVB Sales Training
Regions/CVB's Meeting	Helena, MT	AT	Meeting

### KEY

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

**SOURCE CATEGORIES:** **CVB-** Originated from CVB; **CVB-P-** Partnered with other entity; **CVB-S-** Serviced by the CVB- room nights will be shown in parenthesis

**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.

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

-

**PROPERTY KEY:** **CP-** Crowne Plaza; **BHCC-** Billings Hotel & Convention Center; **HIG-** Hilton Garden Inn; **HIGM-** Holiday Inn Grand Montana; **BWCT-** Best Western Clock Tower Inn; **BHR-** Bighorn Resort; **KELLY-** Kelly Inn & Suites

**BILLINGS DECEMBER SPORTS REPORT**  
**DECEMBER 17, 2012**

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- 1) RRCA Annual Convention
  - John Devitt 406-697-3345
  
- 2) 2015 & 2016 NAIA Women's Basketball National Championships
  - Gym floor, who provides?
  - Frankfurt travel plans (Frye/Beers)
  - Gary Picone—Budget prep
  - Metra cost & availability
  - Core properties/32-teams
  
- 3) Roller Derby
  - Recommend 2014 dates
  - Go over dates with Keri
  - Start to develop brand and secure participants
  
- 4) "BootHell"
  - Yellowstone CrossFit: Wes Staton 406-850-3637
  - Yellowstone Bank: Ty Elkin
  
- 5) AAU Volleyball
  - Awaiting budget from Craig Allred
  - Email a follow up thank you
  - May 10-12, 2013
  - Matt Williams (?)
  - [Rimrockvbc@gmail.com](mailto:Rimrockvbc@gmail.com)
  
- 6) Billings Scorpions Lacrosse
  - Call/email Steve
  
- 7) JR High Rodeo
  - Agreed to \$50,000
  - Ron Spence on LOC
  - Awaiting final direction from Bo & Justin
  - Ft. Worth trip (Frye or Tyson)
  
- 8) 2015 & 2016 NCAA DII Volleyball Nationals
  - Venue analysis (Metra vs. MSU-B)
  - West Florida Research

9) NCAA DII Baseball Nationals

- Secure bid document

10) NCAA DII Fall Festival

- Secure bid document
- Navigate Dave Haglund
- Basic research
- Facility analysis