



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
FEBRUARY 14, 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 January 10, 2012 Board Minutes - pages 2-4.....ACTION

- IV. Approval of January Financial & Variance Reports- L. Gleason – pages 5-6.....ACTION

- V. Fourth Quarter Collections Update- L. Gleason.....9:05-9:15

- VI. Old Business.....9:15-9:55
 - a. National Jr. High Finals Rodeo Bid Follow-up- B. Wagner.....9:15-9:25
 - b. Convention Center- City Visits Discussion- S. Wahrlich.....9:25-9:55

- VII. Marketing/PACE Update- A. Tyson pages 8-13.....9:55-10:00

- VIII. Adjournment

Future Meeting Dates:

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

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



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

Board Members Present: Steve Wahrlich, Ginny Hart, Joyce Bratland, Shelli Mann, Ben Kerns, LaRell Baldwin

Board Members Absent: Ron Spence

Ex-Officio member Present: Chris Ervin

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

Others Present: None

Call to Order

Steve Wahrlich called the meeting to order at 9:00 a.m. in the Billings Chamber of Commerce/CVB Board Room. Steve welcomed LaRell Baldwin to the Board. Board orientation will be conducted prior to the next meeting.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve December 13, 2012 Board Minutes.

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

Approval of Financial Report

A variance report was included in the Board packet. This will be included in future Board packets as well.

Copies of 2011-2012 financial reports were available at the meeting.

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

MOTION: Ginny motioned to accept the financial report; Ben seconded; Motion carried.

Old Business

2015 MetraPark Funding

Shelli and Steve are scheduled to meet with Metra staff today to discuss tickets versus turnstile counts for high school sporting events as well as how Metra determines the improvement fee and the process for evaluating increases. TBID Board and staff will present to the MetraPark Advisory Board January 22, 2013 to provide a history of TBID funding and commit to 2014 support based on today's discussion with Metra staff. Steve asked if the Board had any requests from Metra. It was suggested that Metra designate a hotel drop-off/pick-up area for hotels to use during events. It was also recommended that the process for creating event packages be reviewed.

MOTION: Shelli motioned to support the improvement fee for 2015 tournaments based on ticket sales; Ben seconded; Motion carried.

Convention Center Exploration

Steve has been in communication with consultant Charlie Johnson and has requested examples of communities that are similar to Billings that have 40-60,000 square foot convention centers for possible exploration by the TBID Board. Mr. Johnson recommended Jackson, MS; Bellevue, WA; Ft. Wayne, IN; and Erie, PA. Alex has also requested examples from Judy Randall. The Board has tentatively set a visit to Cheyenne and Casper, WY for February 11-13, 2013. A questionnaire will be developed prior to the visit and John and Steve will make contact with CVBs and/or hotels in these communities. Between February 15, 2013 and April 1, 2013, the Board will develop a strategy and define the phases of the Convention Center exploration.

Living in Art - There is a meeting January 14, 2013 at the Chamber to discuss next steps. LaRell will replace Joyce on this committee.

New Business

TBID Grant Requests- Five proposals were received. The Board discussed and ranked their support. Steve abstained from discussion regarding Trailhead Lacrosse due to potential conflict of interest.

The TBID will fully fund ZooMontana and Trailhead Lacrosse requests. The TBID denied requests from Synergy Station, Battle of the Little BigHorn and SOAR as these events did not fulfill the TBID mission of generating room nights.

Staff will review previous commitments with Synergy Station and explore future partnership opportunities as they relate to the strategic objectives related to the energy industry.

MOTION: Ben motioned to approve the grant funding as discussed and to move \$5000 to the June grant cycle; Shelli seconded; Motion carried.

Hotel Parking Lot Security – discussion moved to February Board agenda.

Strategic Objectives Document- Alex distributed a draft document for the Board's review that summarizes objectives from the November strategic planning session and incorporates marketing plan items where applicable. The Board was asked to review and provide feedback to Alex by January 17, 2013.

Marketing/PACE Update

Tradeshow Update – Tom distributed a tradeshow update. Obstacles to booking business have been cost of flights, and large groups request to stay in one hotel. The Board discussed implementing airline rebates as a tool.

Sports – Alex reported that the National Junior High Rode bid will be presented the end of January. Also working on NAIA 2015 National Women's Championship bid.

Leisure Campaign Update – Kelly provided an update on the latest leisure campaigns. Just under 400 boxes were distributed through the Mingle Bells campaign. We have received mixed responses from those that offered deals. We will continue to solicit feedback. Winter Concert Craze is underway with Rascal Flatts and Carrie Underwood. The Boomer Campaign is a national campaign that will run from January to July and targets baby boomers. This includes both print and web/social media. We have seen remarkable web traffic so far.

PACE Update - Written reports were provided.

Meeting adjourned 10:25 a.m.

Submitted by Jennifer Reiser

Below is documentation of the emails exchanged regarding the MetraPark funding for MHSAsponsored tournaments.

Per Steve Wahrlich:

Board Members – On Thursday Shelli and I met with Bill, Sandra, Sue DeVires at Metra to ensure how the CIP (capital improvement program) would be accounted for. What I thought was going to be quick meeting ended up being over 2+ hours and here's what Shelli and I came to a conclusion.

2013 – We're hosting the All State Wrestling Tournament and State A Boys Basketball tournament. We've already committed \$10,000 for each tournament. In reviewing the CIP with Metra, the budgeted CIP for the those two tournaments is 15,657 and 33,000 respectively. Yes \$33,000 for a State A Tournament. Since we don't owe them any more than the 20,000 we've committed too, Shelli and I felt if we gave the difference between the CIP and 10,000 for the All State Wrestling Tournament – which would be an additional 5,657 and then whatever that amount is we give the same amount for the A tournament. Based on Metra's projections we'd be giving them 31,000-33,000 including the already agreed upon 20,000. These funds were added into our 13 budget – but not 28-30,000.

2014 – We have two tournaments – All State Wrestling again CIP budgeted at 15,567 and the State AA Boys and Girls Basketball Tournament with a CIP budgeted at 24,243. Again, we've committed to 20,000 already and agreed we'd pay the difference between the 20,000 and total CIP for these two events. In this case about another 20,000. – Something we've agreed upon and taken board action.

2015 – After looking at the CIP budgeted numbers for A tournaments, B and C tournaments Shelli and I feel for the dollars which would be spent, it makes no sense for us to agree to fund those tournaments. The problem is on the A, B & C tournaments they sale a lot of game tickets (\$5) and people figure if their team loses they're out. If they win they come back later that day and buy another \$5 ticket. Also in our discussion while it's hard to figure out who's going to play we really don't see a lot of overnight business. Now, the community sees a lot of economic impact from these types of tournaments but we don't see a good return with BNB (butts in beds). So our joint recommendation is to tell Metra we will only fund the All-State Wrestling and look at start utilizing those dollars for other event(s).

Shelli Mann, Ben Kerns and LaReil Baldwin all agreed with the content of the above stated email.

TOURISM BUSINESS IMPROVEMENT DISTRICT

Profit & Loss Budget vs. Actual

January 2013

	CURRENT MONTH		YEAR TO DATE		2012-13 Annual Budget	July 11-Jan 12 Actual
	January 2013	Budget	July 12- Jan 13 Actual	July 12- Jan 13 Budget		
Income						
4001100 · TBID Assessments	401,180.19	395,000.00	848,199.72	840,000.00	840,000.00	772,246.11
4001500 · Miscellaneous Income	156.28		1,065.71			3,791.68
Carryover from 2011-2012					33,000.00	
Total Income	401,336.47	395,000.00	849,265.43	840,000.00	873,000.00	776,037.79
Expense						
5001000 · Staff Expenses						
5007000 · Wages	13,949.37	13,575.50	99,240.37	98,276.50	169,445.00	78,732.86
5007100 · FICA Expense	1,000.78	996.45	8,536.07	7,222.82	12,456.82	5,485.35
5007200 · Unemployment Expense	431.85	240.00	1,196.34	1,123.00	2,414.00	938.52
5007400 · Health & Accident Expense	1,520.67	2,480.00	10,814.13	17,242.00	29,642.00	15,610.28
5007500 · Retirement Expense	475.70	920.81	5,096.19	5,851.11	10,360.18	4,610.78
5007700 · Workers Compensation Expense	123.00	94.00	861.00	656.00	1,132.00	522.50
5007700 · Staff Employment Expenses	0.00	0.00	0.00	0.00	0.00	175.00
Total 5001000 · Staff Expenses	17,501.37	18,306.76	125,744.10	130,371.43	225,450.00	106,075.29
5009000 · Administrative Expenses						
5009200 · Computers	544.83		867.33	2,000.00	3,000.00	3,562.15
5009300 · Equipment & Repair Expense		250.00	525.79	1,500.00	2,500.00	573.78
5009500 · Liability Insurance			2,062.00	2,100.00	2,100.00	2,062.00
5009600 · Meeting Expenses	311.33	416.00	4,109.46	3,423.00	7,275.00	2,934.82
5009650 · Newsletter Expenses						350.00
5009700 · Office Supplies	204.82	200.00	1,577.62	1,225.00	2,225.00	851.16
5009750 · Postage	669.86	200.00	1,417.44	1,425.00	2,500.00	1,146.73
5009800 · Professional Training	3,065.11	1,500.00	8,847.40	7,300.00	10,000.00	6.02
5009850 · Legal and Accounting	4,700.00		5,170.00	6,000.00	7,000.00	4,925.00
5009900 · Telephone/Wireless Equipment	50.00	250.00	815.41	1,750.00	3,000.00	1,047.90
Total 5009000 · Administrative Expenses	9,545.95	2,816.00	25,392.45	26,723.00	39,600.00	17,459.56
5150000 · Marketing Expenses						
5151000 · Advertising	44,367.33	27,070.00	156,207.75	131,490.00	229,840.00	139,104.19
5151500 · Film Recruitment			2,190.68			0.00
5152000 · Opportunity	900.00	15,000.00	30,557.65	46,000.00	75,000.00	9,689.98
5152500 · Printed Materials	367.18	27,500.00	28,089.36	69,300.00	77,115.00	37,094.76
5153000 · Publicity		1,500.00	16,887.74	14,750.00	23,500.00	788.84
5154000 · Sales Expenses	3,533.55	6,385.00	37,743.77	39,695.00	111,600.00	26,191.34
5155000 · Tradeshows/Conventions	4,059.49		29,838.56	21,900.00	41,895.00	32,399.75
5156000 · Visitor Information Center			1,014.43	1,000.00	2,000.00	359.66
5156500 · Web Site	177.85	5,400.00	25,542.85	35,700.00	47,000.00	18,012.70
Total 5150000 · Marketing Expenses	53,405.40	82,855.00	328,072.79	359,835.00	607,950.00	263,641.22
Total Expense	80,452.72	103,977.76	479,209.34	516,929.43	873,000.00	387,176.07
	320,883.75	291,022.24	370,056.09	323,070.57	0.00	388,861.72
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	516,210	194,277	416,158	
		Restricted	75,000	75,000	50,000	
		Total Cash	591,210	269,277	466,158	

JANUARY 2013 VARIANCE REPORT

TO: TBID Board of Directors
FROM: Linda Gleason
DATE: February 7, 2013
RE: January 2013 Variance Report

Year to date revenue over expenses are \$47,000 over budget.

Year to date revenue is \$9,200 over budget made up of the following variances:

- TBID Assessments are \$8,200 over budget.
- Other Revenue is \$1,000 over budget from interest income.

Year to date expenses are \$37,700 under budget.

- Staff Expenses are \$4,600 under budget (due mostly to Health Insurance Expenses).
- Administrative Expenses are \$1,300 under budget.
- Marketing Expenses are \$31,700 under budget consisting of:
 - Advertising is over budget \$24,700 from the ASAE Online Ad, Sports Advertising, sponsoring name badges for the Collaborate Tradeshow and additional dollars spent on Leisure Advertising.
 - Opportunity is \$15,000 under budget due to timing with grants. Grants have been awarded and funds will be disbursed as requested by the recipients.
 - Printed Materials are \$41,200 under budget for the following print projects: Scenic Drive (\$4,800), Bring it To Billings (\$5,000), Presentation Materials, Trailhead Folder Kits and the Vacation Guide (\$28,000). Projects are in process and funds will be spent over the next few months.
 - Publicity is \$2,100 over budget from Photos and timing with the Trailhead Tourism Ambassador Program.
 - Sales Expenses are \$1,900 under budget.
 - Tradeshow are \$8,000 over budget due to both timing paying for Tradeshow registrations and from attending the IMEX and Sportslink Tradeshow.
 - Film Recruitment Expenses are \$2,200 over budget.
 - Website Expenses are under budget \$10,000 due to timing.



MARKETING & SALES PACE REPORT

GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	8	8	6	0	22	27	81%
Room Nights	2,860	3,590	4050	0	10,500	21,000	50%

VISITS FOR: 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	15,817						78,958

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	-0.5	3.4

YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2012	2011
Billings, MT	68.1%	65.9%
Montana	59.3%	58.0%
United States	61.4%	59.9%
Bozeman, MT	62.6%	59.6%
Missoula, MT	55.7%	57.2%
Rapid City, SD	58.3%	54.9%
Sioux Falls, SD	62.5%	60.9%
Bismarck, ND	75.2%	78.1%
Boise, ID	63.3%	58.3%
Madison, WI	63.0%	61.3%
Helena, MT	56.7%	59.4%
Great Falls, MT	61.5%	60.3%

CURRENT MONTH OCCUPANCY

DECEMBER		
LOCATION	2012	2011
Billings, MT	47.4%	47.6%
Montana	37.8%	36.5%
United States	49.1%	47.5%
Bozeman, MT	42.5%	34.6%
Missoula, MT	33.6%	36.3%
Rapid City, SD	36.6%	37.9%
Sioux Falls, SD	46.7%	45.2%
Bismarck, ND	54.2%	63.8%
Boise, ID	47.3%	43.5%
Madison, WI	42.2%	40.2%
Helena, MT	35.8%	36.5%
Great Falls, MT	45.5%	41.7%

**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 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
Q1 BOOKED EVENTS		8		Q1 ROOM NIGHTS			2860	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH/YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
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
Q2 BOOKED EVENTS		8		Q2 ROOM NIGHTS			3590	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH/YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
St. Jude Children's Research Hospital	NR	CVB	60	Mar-13	O	CP	\$ 13,500	Q3
State Board of Medical Examiners	SR	CVB	40	May-13	O	CP	\$ 9,000	Q3
MIBA-MT Indian Business Alliance	SR	CVB	600	Oct-13 or Nov-13	O	TBD	\$ 135,000	Q3
Magic City Soccer	LR	CVB-P	300	May-13	CWSP	TBD	\$ 67,500	Q3
USA Ultimate	LR	CVB-P	50	Feb-13	SP		\$ 11,250	Q3
All-Class Wrestling	SR	CVB-P	3000	Feb-13	CWSP	Majority of Blgs. Prop.	\$ 675,000	Q3
Q3 BOOKED EVENTS		6		Q3 ROOM NIGHTS			4050	
TOTAL BOOKINGS		TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT			
22		10500			\$ 2,362,500			

PENDING BIDS/RFP'S								
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
BMW Motorcycle Owners of America	P	CVB	6000	2015 (Feb-13)	CW	CW	\$1,350,000	2011
Evangelical Church- Pastors Wives Ret.	TS	CVB	60	Oct-13	O	TBD	\$ 13,500	Q3
Montana Harley Owners Group	LR	CVB	1300	Jun-13	CW	TBD	\$ 292,500	Q3

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
Vermeer Solut. Mtg. (Helms Briscoe)	Selected a resort in CA	2013	California
Ken Chertow Wrestling Camp	Too expensive	2013	N/A
Int'l Assoc. of Work Force Prof.	Changed region location- will look at Blgs. for 2015	2016	N/A

CANCELLED BUSINESS						
NAME	SOURCE	ROOM NIGHTS	MONTH/YEAR	TYPE	REASON	ECONOMIC IMPACT
CALCASA	CVB	(1000)	2012	CW	Funding CXLd	(225,000)
24th Ann.Tanks Conf. & Expo	CVB	(800)	Sep-13	O	Funding CXLd	(180,000)

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
National Boomer Campaign	Leisure Promotion for January to early June

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
MSAE	Helena, MT	TK	Monthly Lunch

KEY
<p>ORIGIN CATEGORIES: TS- Tradeshow; LR- Local Referral; SR- State Referral; NR- National Referral; P- Prospecting</p> <p>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</p> <p>TYPE CATEGORIES: CW- Citywide Booking; SP - Sports Booking; CWSP- Citywide Sport Booking; O- Other Booking</p>

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

ECONOMIC IMPACT FORMULA: \$225/Room Night

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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 ROOM OCCUPANCY COMPARISON OF VALUE VS. HIGH SEASONS 2005-PRESENT

