



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
JUNE 13, 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 April 25, 2013 Board Minutes - pages 2-4.....ACTION

- IV. Approval of April and May Financial & Variance Reports- pages 5-7.....ACTION

- V. Old Business.....9:05-9:55
 - a. Convention Center Research- S. Wahrlich.....9:05-9:35
 - b. Charleston Report – G. Hart/L. Baldwin- page 8.....9:35-9:45
 - c. Watchtower/Jehovah’s Witness 2015- A. Tyson.....ACTION
 - d. TBID Grant Awards- A. Tyson.....ACTION

- VI. New Business.....9:55-10:10
 - a. TBID Board Officers for FY 2014- S. Wahrlich.....ACTION
 - b. Visitor Guide Mailers- A. Tyson.....10:05-10:10

- VII. Marketing/PACE Update- pages 9-16.....10:10-10:20
 - a. Summer Drive Campaign\Current Ad Placements – K. McCandless
 - b. Sports & M/C Update – A. Tyson

- VIII. Adjournment

Future Meeting Dates:

July 11, 2013 – July TBID Board Meeting
August 8, 2013 – August TBID Board Meeting
September 12, 2013- September TBID Board Meeting

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

**TBID BOARD OF DIRECTORS
MINUTES – APRIL 25, 2013**

Board Members Present: Steve Wahrlich, Ginny Hart, Joyce Bratland, Ben Kerns, LaRell Baldwin, Ron Spence, and Shelli Mann who participated by phone.

Board Members Absent: None

Ex-Officio member Present: None

Staff Present: John Brewer, Alex Tyson, Caitlin Hall, Kelly McCandless and Linda Gleason

Others Present: None

Call to Order

Steve Wahrlich called the meeting to order at 3:30 p.m. in the Billings Chamber of Commerce/CVB Board Room.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve March 14, 2013 Board Minutes.

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

Approval of Financial and Variance Report

Request for a motion to approve March Financial and Variance Reports.

MOTION: Joyce motioned to accept the financial and variance reports; Ron seconded; Motion carried.

Old Business

Convention Center Research Updates- Ben Kerns and Shelli Mann visited the convention centers in Bellevue and Yakima, Washington. They were well received in both locations. Their first stop was in Yakima, which they felt was a better comparison for Billings than Bellevue, due to Bellevue's proximity to Seattle, and the similar events Yakima and Billings have in common. Yakima expanded their plaza and now sells memberships. The convention center is in the middle of six hotels and is within easy walking distance from downtown. The city's Chamber of Commerce is located inside of the convention center, as well as a sports marketing office to promote sporting events created specifically for Yakima. The convention center has a good partnership with the city government. The CC is not self-sustaining; they rely on Tourism Promotion (TP) dollars collected. The TP is \$2 per night for hotels with 40 or more rooms. Yakima has a population of roughly 115,000. The convention center is 41,000 square feet and has contributed to an increase in the overall occupancy in the city since it was built. After the CC was built, two additional hotels were built around it as a direct result of the occupancy growth.

The push for a convention center in Bellevue came from the Executive Director of the Convention and Visitors Bureau. Bellevue's CC now makes roughly \$16 million each year for the city. They have a TBID fee of around \$2 to help support costs. The center is 54,000 square feet and the construction cost for the building was \$39 million in 1993. The CC is run by the Executive Director with oversight from a board. There are only a handful of hotels on the CC's board. The building was initially funded from bonds. The City Planner who helped organize the building of the convention center didn't allow for a vote on the site, he decided to move forward with construction on his own. Many were angry at first, but he is now well received for his decisions.

Shelli and Ben are encouraged after seeing Yakima's Convention Center because Billings not only has a larger selection of services, but Yakima's airport is a fifth the size of Billings. When Yakima has a difficult time recruiting events to the area, they invent their own. Yakima has large amounts of funds available that Billings

doesn't, making it even more important that Billings strategically places its potential convention center near several hotels.

Steve Wahrlich will go to Fort Wayne, and then he and Ginny Hart will visit Sioux Falls' convention center. Ginny and LaRell Baldwin will visit Charleston, SC in the upcoming weeks.

Future TBID Assessment- A discussion ensued regarding raising the TBID assessment, and putting those additional funds earned in an account to help offset convention center research and study costs. The board discussed ideas on where the money for the CC would come from, and how it will stay funded, particularly if it loses money and ends up in debt. It was suggested that the board do its due diligence on researching convention centers that are similar to the Billings market. There would need to be an increase in new business to the area, as not to take away current business from established convention center spaces.

Other cities in Montana raised, are raising, or are contemplating raising their TBID assessment. Discussion continued about Billings raising its assessment. As an organization, Billings is underfunded, giving more reason to increasing the TBID assessment. It was suggested that a \$1 increase apply to hotels with more than 59 rooms, changing their occupied room rate to \$2. Hotels with 59 rooms or less will still stay at the current \$1 TBID assessment. The funds will be separated and used for specific opportunities and potential upcoming projects.

Request for a motion to raise the TBID assessment from \$1 to \$2 for properties greater than 59 rooms.
MOTION: Ginny motioned to raise the assessment; Ben and Shelli seconded; Motion carried.

The assessment increase will take effect in July if it is approved by City Council.

New Business

Officer Selection- This is the last board meeting of the year, so officers have to be selected soon.

Board Member Communications/Education- Board members will partner up and reach out to 10-11 properties within the year. They will explain to each property what is going on, as well as the successes and failures of the TBID. The goal is to reach out and communicate with them to get a better understanding of their thoughts and feelings on events. Each group will contact 2-3 different properties a month.

2013-2014 Budget and Marketing Plan- The specific challenge facing the CVB and Billings is the airport closure. Alex and Kelly are looking at potential leisure campaigns to bring travelers to the area by alternative methods of transportation. The money for current leisure travel campaigns came from state funds that were left over from last year, which the CVB won't have next year. Several campaigns from previous years will continue, as well as new promotions, including the Bikes and Brews Walking Tour and the Scenic Drive app.

\$215,000 was budgeted last year to promote the leisure market. That budget increased to \$262,000 this year, plus an additional \$98,000 from the CVB. Ultimately, there is \$360,000 budgeted between the CVB and TBID budgets for promoting the leisure market in Billings.

The campaigns ran are carefully monitored and evaluated, and records are kept for each. As a direct result from the national campaigns placed by the CVB, there has been a 308% increase in visitor guide requests, 141% increase in e-news subscribers, and an 84% increase in traffic to visitbillings.com.

Chris Frye's most recent report handed out.

The Living in Art project will remain on hold until building owners can determine the effect the paintings will have tenants. It will be re-addressed after summer 2013.

The \$10,000 budgeted from the MLHA campaign is no longer necessary.

Staff has to submit the proposed budget to the City next week, where they will also discuss the TBID assessment increase.

Request for a motion to approve the budget for the TBID section and 6 month collections as stated in the 2013-2014 Budget and Marketing Plan.

MOTION: Joyce motioned to approve the budget; LaRell seconded; Motion carried.

Marketing/PACE Update- Time not allotted

Meeting adjourned 5:30 p.m.

Submitted by Caitlin Hall

TOURISM BUSINESS IMPROVEMENT DISTRICT

Profit & Loss Budget vs. Actual

April 2013

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Apr 2013	Budget	July 12- Apr 13	July 12- Apr 13	2012-13 Annual	July 11-Apr 12
	Actual	Budget	Actual	Budget	Budget	Actual
Income						
4001100 · TBID Assessments	14,168.00		878,628.00	840,000.00	840,000.00	780,671.91
4001500 · Miscellaneous Income	132.96		2,035.42			5,982.31
Carryover from 2011-2012					33,000.00	
Total Income	14,300.96	0.00	880,663.42	840,000.00	873,000.00	786,654.22
Expense						
5001000 · Staff Expenses						
5007000 · Wages	13,933.77	13,575.50	142,461.18	140,503.00	169,445.00	105,765.42
5007100 · FICA Expense	1,010.36	996.45	11,667.35	10,326.92	12,456.82	7,334.22
5007200 · Unemployment Expense	359.15	240.00	2,377.63	1,861.00	2,414.00	1,614.06
5007400 · Health & Accident Expense	1,520.67	2,480.00	15,376.14	24,682.00	29,642.00	20,056.13
5007500 · Retirement Expense	579.04	1,083.04	7,437.38	8,538.27	10,360.18	6,077.55
5007700 · Workers Compensation Expense	123.00	94.00	1,230.00	944.00	1,132.00	651.50
5007700 · Staff Employment Expenses						175.00
Total 5001000 · Staff Expenses	17,525.99	18,468.99	180,549.68	186,855.19	225,450.00	141,673.88
5009000 · Administrative Expenses						
5009200 · Computers	1,602.30		3,322.13	3,000.00	3,000.00	4,902.15
5009300 · Equipment & Repair Expense	167.95	250.00	728.71	2,000.00	2,500.00	773.68
5009500 · Liability Insurance			2,062.00	2,100.00	2,100.00	2,062.00
5009600 · Meeting Expenses	1,253.39	1,308.00	5,852.40	6,355.00	7,275.00	4,207.04
5009650 · Newsletter Expenses						350.00
5009700 · Office Supplies		200.00	1,742.62	1,825.00	2,225.00	1,560.14
5009750 · Postage	28.98	225.00	1,500.45	2,050.00	2,500.00	1,557.96
5009800 · Professional Training	180.00		9,482.89	9,000.00	10,000.00	-766.26
5009850 · Legal and Accounting	174.00		7,762.50	6,500.00	7,000.00	5,350.00
5009900 · Telephone/Wireless Equipment	184.98	250.00	1,305.33	2,500.00	3,000.00	1,485.39
Total 5009000 · Administrative Expenses	3,591.60	2,233.00	33,759.03	35,330.00	39,600.00	21,482.10
5150000 · Marketing Expenses						
5151000 · Advertising	10,769.95	21,070.00	211,768.06	194,700.00	229,840.00	184,719.84
5151500 · Film Recruitment			2,190.68			0.00
5152000 · Opportunity	9,574.40	2,000.00	42,297.57	50,000.00	75,000.00	20,410.89
5152500 · Printed Materials	4,616.80	250.00	33,229.64	76,615.00	77,115.00	37,737.16
5153000 · Publicity		1,000.00	17,407.94	18,500.00	23,500.00	788.84
5154000 · Sales Expenses	10,336.19	35,885.00	91,838.57	103,850.00	111,600.00	40,103.20
5155000 · Tradeshow/Conventions	10,905.33	2,800.00	45,017.94	41,395.00	41,895.00	41,281.05
5156000 · Visitor Information Center	1,900.00		2,914.43	1,250.00	2,000.00	617.05
5156500 · Web Site	2,045.55	1,000.00	29,982.60	42,350.00	47,000.00	19,541.30
Total 5150000 · Marketing Expenses	50,148.22	64,005.00	476,647.43	528,660.00	607,950.00	345,199.33
Total Expense	71,265.81	84,706.99	690,956.14	750,845.19	873,000.00	508,355.31
	-56,964.85	-84,706.99	189,707.28	89,154.81	0.00	278,298.91
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	334,812	391,777	300,595	
		Restricted	75,000	75,000	50,000	
		Total Cash	409,812	466,777	350,595	

TOURISM BUSINESS IMPROVEMENT DISTRICT

Profit & Loss Budget vs. Actual

May 2013

CURRENT MONTH

YEAR TO DATE

LAST YEAR

May 2013

Budget

July 12- May 13

July 12- May 13

2012-13 Annual

July 11-May 12

May 2013

Budget

Actual

Budget

Budget

Actual

Income

4001100 - TBID Assessments			878,628.00	840,000.00	840,000.00	780,671.91
4001500 - Miscellaneous Income	128.29		2,163.71			6,103.14
Carryover from 2011-2012					33,000.00	
Total Income	128.29	0.00	880,791.71	840,000.00	873,000.00	786,775.05

Expense

5001000 - Staff Expenses						
5007000 - Wages	14,017.42	14,471.00	156,478.60	154,974.00	169,445.00	119,280.45
5007100 - FICA Expense	1,016.01	1,064.95	12,683.36	11,391.87	12,456.82	8,290.10
5007200 - Unemployment Expense	356.78	276.50	2,734.41	2,137.50	2,414.00	1,946.17
5007400 - Health & Accident Expense	1,520.67	2,480.00	16,896.81	27,162.00	29,642.00	21,605.04
5007500 - Retirement Expense	780.25	911.79	8,217.63	9,450.06	10,360.18	6,816.23
5007700 - Workers Compensation Expense	123.00	94.00	1,353.00	1,038.00	1,132.00	774.50
5007700 - Staff Employment Expenses						175.00
Total 5001000 - Staff Expenses	17,814.13	19,298.24	198,363.81	206,153.43	225,450.00	158,887.49
5009000 - Administrative Expenses						
5009200 - Computers	447.00		3,769.13	3,000.00	3,000.00	5,274.65
5009300 - Equipment & Repair Expense	218.34	250.00	947.05	2,250.00	2,500.00	773.68
5009500 - Liability Insurance			2,062.00	2,100.00	2,100.00	2,062.00
5009600 - Meeting Expenses	-291.89	458.00	5,560.51	6,813.00	7,275.00	4,844.38
5009650 - Newsletter Expenses						350.00
5009700 - Office Supplies	986.73	200.00	2,729.35	2,025.00	2,225.00	1,560.14
5009750 - Postage	577.54	225.00	2,077.99	2,275.00	2,500.00	1,570.81
5009800 - Professional Training	1,968.72		11,451.61	9,000.00	10,000.00	264.84
5009850 - Legal and Accounting		500.00	7,762.50	7,000.00	7,000.00	5,820.00
5009900 - Telephone/Wireless Equipment	292.47	250.00	1,597.80	2,750.00	3,000.00	1,552.89
Total 5009000 - Administrative Expenses	4,198.91	1,883.00	37,957.94	37,213.00	39,600.00	24,073.39
5150000 - Marketing Expenses						
5151000 - Advertising	3,767.03	21,070.00	215,535.09	215,770.00	229,840.00	204,726.47
5151500 - Film Recruitment			2,190.68			
5152000 - Opportunity	100.14		42,397.71	50,000.00	75,000.00	20,977.14
5152500 - Printed Materials	3,595.00	500.00	36,824.64	77,115.00	77,115.00	37,737.16
5153000 - Publicity	586.44	5,000.00	17,994.38	23,500.00	23,500.00	2,770.23
5154000 - Sales Expenses	9,820.98	3,385.00	101,659.55	107,235.00	111,600.00	43,674.67
5155000 - Tradeshow/Conventions	-177.86	500.00	44,840.08	41,895.00	41,895.00	41,257.05
5156000 - Visitor Information Center	49.01	750.00	2,963.44	2,000.00	2,000.00	850.57
5156500 - Web Site	5,696.08	1,000.00	35,678.68	43,350.00	47,000.00	30,870.65
Total 5150000 - Marketing Expenses	23,436.82	32,205.00	500,084.25	560,865.00	607,950.00	382,863.94
Total Expense	45,449.86	53,386.24	736,406.00	804,231.43	873,000.00	565,824.82
	-45,321.57	-53,386.24	144,385.71	35,768.57	0.00	220,950.23

Cash

Current Month

Last Month

Last Year

Unrestricted

289,490

334,812

243,247

Restricted

75,000

75,000

50,000

Total Cash

364,490

409,812

293,247

MAY 2013 VARIANCE REPORT

TO: TBID Board of Directors
FROM: Linda Gleason
DATE: June 4, 2013
RE: May 2013 Variance Report

Year to date revenue over expenses are \$108,617 over budget.

Year to date revenue is \$40,792 over budget made up of the following variances:

- TBID Assessments are \$38,628 over budget.
- Other Revenue is \$2,164 over budget from interest income and a \$500 donation from Midland Round Table to offset sports hospitality expenses.

Year to date expenses are \$67,825 under budget.

- Staff Expenses are \$7,790 under budget (due mostly to Health Insurance Expenses).
- Administrative Expenses are \$745 over budget. This may vary as well due to server replacement and IT issues/fixes.
- Marketing Expenses are \$60,781 under budget consisting of:
 - Opportunity is \$7,602 under budget due to grant timing. These dollars will be spent.
 - Printed Materials are \$40,290 under budget. However, there are still major projects being billed, including the Visitor Guide design and printing that will be completed by end of FY.
 - Publicity is \$5,505 under budget from funds for the Bring it To Billings Gala (\$2,500). These dollars have been reallocated to update and reprint the hotel meeting space brochure for M/C sales.
 - Sales Expenses are \$5,575 under budget - \$2,000 for Site Visits. Sports Incentives are also under budget, however, the AAU 2013 incentive dollars will be paid out by the end of the FY.
 - Tradeshows are \$2,945 over budget due to attending the IMEX and Sportslink Tradeshows.
 - Visitor Information Center Expenses are \$963 over budget with the VIC updates being installed by Melody Dobson.
 - Website Expenses are under budget \$7,671 due to timing and should even out by end of the FY.
 - Film Recruitment is \$2,200 over budget.

CHARLESTON, SC CONVENTION CENTER TRIP

Charleston has the Metra, convention center and Alberta Bair all in one location with a “small” attached hotel. 76,000 sq ft Exhibit Hall, 25,000 sq ft Ballroom(s), 12,000 sq ft of additional breakout meetings and a Metra size coliseum. This plan works well for them with several revenue streams. The hotel only gives them about 100 rooms for large conventions and therefore they must house in several locations which is not optimal for the convention planners.

The building was built on a city bond and the city is the owner with SMG running the operation and sharing the booking of the facility with the Embassy Suites. There is a \$1 hotel fee that is used to market the facility and 6% tax that is used to pay the bond down. They run ½ mil in the RED, but have an economic impact of 50 mil to the area. The City covers their red spending and believes that they will never make money but the economic impact is huge to them. They do charge a \$5 fee for parking for grounds maintenance, but have said there is a lot of resistance from Convention planners about the parking when many other area allow free parking. Ed also said that for concessions people have become very impatient and so they have added more concession areas and have increased their food business because people do not have to wait in line.

The convention center is close to the airport and on the edge of town, when it was built there was just forests around it. Now there are many box style restaurants/shops and hotels within walking distance but no local flavor. The hotels that have built around it are not large and one of his “NOT TO DO’S” was allow so many small hotels without one or two large (500+) hotels that are attached. Traffic pattern is good as to opposed to the downtown area where traffic is slow and congested. The land was given to them at a very low price as the downtown area they would have had to fight high pricing and historic value of building there. Although the downtown area is thriving without them. The larger hotels are very comfortable with the Convention Center and claim they are going after different markets and it only enhances their business.

They did have to subsidize an airline to begin the airport growth and courted several low cost carriers into the market which helps on airline cost. Their subsidy lost money in year one, broke even year two and after year three the airline brought the flight in unsubsidized due to the growth, but they also warned this could be tricky with the other carrier in our market and to get someone schooled in airline knowledge to attach this issue.

As for Billings in a national market we do not have the airport pricing model needed hotel space attached nor the tourist draw for a national market. We could look regionally and maybe master that.

Downtown Charleston has cruise boat docking, a “Market” of flea market shops, many local flavor restaurants and shopping that thrives on its own without the convention center draw to that area. With the Living it Art project I could see us developing a flea market shopping that could potentially grow our downtown market.

Submitted by Ginny Hart



MARKETING & SALES PACE REPORT

GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	8	8	14	1	31	27	115%
Room Nights	2,860	3,590	17,350	350	24,150	21,000	115%

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	13,021	10,704	12,290	12,302		127,275

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

ROOM DEMAND- REPORTED ON CALENDAR YEAR 2013

	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	1.7	-3.8	-2.1	-2.9									-2.1

YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2013	2012
Billings, MT	59.1%	61.6%
Montana	46.6%	46.8%
United States	59.2%	57.9%
Bozeman, MT	52.2%	49.5%
Missoula, MT	43.8%	42.1%
Rapid City, SD	39.5%	42.2%
Sioux Falls, SD	57.3%	56.5%
Bismarck, ND	67.8%	73.7%
Boise, ID	60.3%	57.7%
Madison, WI	59.8%	56.4%
Helena, MT	51.0%	50.3%
Great Falls, MT	52.4%	54.8%

CURRENT MONTH OCCUPANCY

APRIL		
LOCATION	2013	2012
Billings, MT	73.7%	78.9%
Montana	51.5%	53.1%
United States	63.8%	61.7%
Bozeman, MT	52.0%	52.5%
Missoula, MT	53.0%	50.1%
Rapid City, SD	41.1%	40.6%
Sioux Falls, SD	68.0%	58.8%
Bismarck, ND	72.1%	76.5%
Boise, ID	69.5%	61.3%
Madison, WI	68.7%	61.5%
Helena, MT	54.7%	58.5%
Great Falls, MT	55.1%	61.0%

**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 Torn.	LR	CVB-S	(40)	Jul-12	O			Q1
BWHS Class of 1962 Reunion	LR	CVB-S	(100)	Jul-12	O			Q1
Make a Wish Fnd.- 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 Bigs. Prop.	\$ 675,000	Q3
The MT Treasurers Assoc. Ann. Conv.	LR	CVB	400	Sep-14	O	CP	\$ 90,000	Q3
EDGETA	LR	CVB	300	Jul-13	O	C	\$ 67,500	Q3
The Montana Reading Council	SR	CVB	750	Oct-13	CW	BWCT, CP LX, HIS, HGI KELLY, BHR HIGM, BHCC	\$ 168,750	Q3
Eastern A Divisionals- Hosp.	LR	CVB-S	(250)	Feb-13	CWSP		\$ (56,250)	Q3

Class A Boys State Basketball- Hosp.	LR	CVB-P	500	Mar-13	CWSP		\$ 112,500	Q3
State Convention for First Interstate Bank	LR	CVB-S	(100)	Feb-13	O		\$ (22,500)	Q3
Christian and Missionary Alliance	LR	CVB-S	(250)	Feb-13	O		\$ (56,250)	Q3
Jaylene Kovash-Wedding	LR	CVB-S	(50)	Mar-13	O		\$ (11,250)	Q3
Debbie Cider-Church Group	LR	CVB-S	(110)	Mar-13	O		\$ (24,750)	Q3
Catholic Daughters of America-I. Wolf	LR	CVB-S	(60)	Mar-13	O		\$ (13,500)	Q3
Faith Evangelical Church- K. Walton	LR	CVB-S	(30)	Mar-13	O		\$ (6,750)	Q3
Jewish Youth Group	TS	CVB	200	Jul-13	O	HIGM	\$ 45,000	Q3
Confidential Group	P	CVB	10,000	Jul-15	CW	CW	\$2,250,000	Q3
MT Governor's Conf.	SR	CVB	650	Apr-14	O	HIGM, BHCC	\$ 146,250	Q3
Heart and Sole	LR	CVB-P	500	Jun-13	SP	TBD	\$ 112,500	Q3
Q3 BOOKED EVENTS			14			Q3 ROOM NIGHTS		17,350
Zonta Club of Blgs	LR	CVB-S	(30)	Apr-13	O		\$ (6,750)	Q4
Lacrosse Tourn.	LR	CVB-P	350	Apr-13	SP	BWCT	\$ 78,750	Q4
Q4 BOOKED EVENTS			1			Q4 ROOM NIGHTS		350
TOTAL BOOKINGS						TOTAL ROOM NIGHTS		TOTAL ECONOMIC IMPACT
31						24,150	\$	5,433,750

PENDING BIDS/RFP'S								
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
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
Christian Motorcycle Association	TS	CVB	1800	2015	CW	TBD	\$ 405,000	Q3
Harley Group	LR	CVB	900	Jul-14	O	TBD	\$ 202,500	Q3
State A Boys & Girls Tennis	P	CVB	250	May-14	SP	TBD	\$ 56,250	Q3
Road Runners Club of America	LR	CVB	1200	Jun-15	CWSP	TBD	\$ 270,000	Q3
Tamarac Properties	TS	CVB-P	150	Jun-14	O	BHCC	\$ 33,750	Q4
Humana- Trng. Sem	TS	CVB	250	May-14	O	TBD	\$ 56,250	Q4

Int'l NOMAD Assoc.	LR	CVB	1500	Sep-14	CW	TBD	\$ 337,500	Q4
Beth Moore Ministries	TS	CVB-P	900	Oct-14	O	CW	\$ 202,500	Q4
Lindsey Corporation	NR	CVB	200	Aug-14 (Sep-13)	O	TBD	\$ 45,000	Q4

MEETING AND CONVENTION PROSPECTING

NAME

ADT Security Services of Colorado

National Ins of Corrections

USPS

CCR Enterprises of Colorado

Special District Association of Colorado

MCA Denver

New Hope Natural Media

American Association of CPA s

Brain Injury Association

Christian Educators of America

CRG Events- National Third Party

Association of Christian Schools

Northwest Education Library

American College of Veterinary

Gang Investigators

Council on Problem Gambling

Western Energy Inc.

Metro America

Eike Events

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 Kurluyck- CMCA	800	Apr-12	Pending	1 FY 2011	\$ 180,000
ASTSWMO	400	Jun-13	Pending	1 FY 2012	\$ 90,000
International NOMAD Assoc.	5	Aug-13	Pending	1 FY 2013	\$ 1,125
Christian Motorcycle Assoc.	2	Jul-13	Pending	1 FY 2013	\$ 450

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
Volkspport Organiz. of America	Chose a different city- will consider Blgs for 2017	2015	West Virginia
Helms Briscoe- Board Meeting	Looking for a resort, not hotel/motel accomm.	2013	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
Bikes and Brews Campaign	Launched April 1, 2013

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
TAC	Helena, MT	AT	State Tourism Mtgs.
Conference Direct APM	Las Vegas, NV	TK	Tradeshow
MIC- Meetings Industry Council of Colorado	Denver, CO	TK	Tradeshow
Destination Showcase	Washington D.C.	AT	Tradeshow
Governor's Conference	Helena, MT	AT, KM, JB	Education
Eastern Montana Energy Show	Glendive, MT	TK	Tradeshow
Montana Library Association	Missoula, MT	TK	Attendance Building
Montana Office of Tourism- VIC Training	Great Falls, MT	CH	VIC Training
NASC	Louisville, KY	CF	Tradeshow
Bakken Investors Conference	Minot, ND	TK	Tradeshow

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

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

