



**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  
JULY 11, 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 June 13, 2013 Board Minutes - pages 2-4.....ACTION
- IV. Approval of June Financial & Variance Reports- L. Gleason pages 5-6.....ACTION
- V. Old Business.....9:10-9:30
  - a. Voices of Montana Tourism Update- S. Wahrlich.....9:10-9:25
    - i. Presentation by Mary Paoli, PR Manager, Voices of Montana Tourism
  - b. Convention Center Research Update- S. Wahrlich.....9:25-9:30
- VI. New Business.....9:30-9:50
  - a. Expo Gateway Presentation- S. Wahrlich.....9:30-9:45
    - i. Presentation by Nash Emrich, Architect, High Plains Architects
  - b. Billings Tennis Facilities Update- J. Brewer.....9:45-9:55
    - i. Presentation by Billings Tennis Association Officials
- VII. Marketing/PACE Update- pages 7-15.....9:55-10:15
  - a. Sports Update- C. Frye
  - b. Black Lung Presentation-T. Krause
  - c. AAU Update & Summer Campaign - A. Tyson
- VIII. August Meeting Date- A. Tyson.....10:12-10:15
- IX. Adjournment

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**Future Meeting Dates:**

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

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



## TBID BOARD OF DIRECTORS MINUTES – JUNE 13, 2013

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

**Board Members Absent:** Joyce Bratland and LaRell Baldwin

**Ex-Officio member Present:** None

**Staff Present:** John Brewer, Alex Tyson, Caitlin Hall, Kelly McCandless

**Others Present:** John Newman (*Big 5 Motel*), Dave Veedan (*Residence Inn by Marriott*), Jeff Muri & Ron Muri (*BHCC*), Faye Adams (*Western Exec. Inn*), Douglas Kirby (*Cherry Tree Inn*), Joe Studiner (*Hampton Inn and Hampton Inn & Suites*), Nichole Miles (*Hilton Garden Inn*), Beth Cantrell (*Hilltop Inn/Riversage Billings*), Bobbi Gonzalez, Sheri Olsen & Ted P. Godwin (*Lexington Inn & Suites*), Greg Pekovich (*Lewis & Clark, Vegas, Bourbon St.*), Siri Baker (*Fairfield Inn & Suites*), Brian Arneson & Trinily Preble (*Quality Inn*), Mike Nelson (*Northern Hotel*), Nasima Khan & Ifhkar Khan (*Sleep Inn, Comfort Inn, HOJO, Econo Lodge & Rodeway*), Brosovich.

### **Call to Order**

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

### **Public Comment**

Public comments took place on the agenda items below.

### **Approval of Board Minutes**

Request for a motion to approve April 25, 2013 Board Minutes.

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

### **Approval of Financial and Variance Report**

Request for a motion to approve April and May Financial and Variance Reports.

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

### **Old Business**

**Convention Center Research-** The cost for the certified letter sent to the TBID stakeholders was covered entirely by Steve Wahrlich.

Several years ago, the TBID Board members met with Judy Randall and hired her to assist with a convention center study. Eight months ago, Judy gave the board an update about her findings. She reiterated much of what she discovered from the study 3 years ago, that 25% of Billings business comes from conventions, and how Billings is at risk of losing that because of outdated facilities. The locations examined for a possible convention center included the west-end, downtown, and MetraPark. After the board spoke with Judy, they decided to move forward and do some preliminary site work on different financial options, and try and gain a better overall understanding of adding a new center. After the preliminary work was done, the board made the decision to visit facilities and use that information to help decide whether or not Billings should move forward with the convention center research project. The board has visited a total of six communities thus far. There are three studies that need to take place in order to effectively determine what direction Billings should take in regards to building a convention center.

1. Size and Location
2. Market Analysis
3. Transportation – Does Billings have sufficient car rental and flight availability?

The community needs to look at where Billings' tourism will be in 3-5 years, and beyond. At the previous board meeting, a motion was made regarding raising the TBID assessment. The assessment increase is based on a tiered system, where hotels with 60 rooms or greater, would have an additional dollar added to the current fee, making their assessment charge \$2 per occupied room night. Hotels with 59 rooms and under will remain at the current assessment fee of \$1. The extra money from the assessment increase could go towards the convention center study, Living in Art Project, helping grow the shoulder season, and possibly work with Delta to get a direct flight from Billings to Atlanta, GA, to name a few. The increase in the assessment fee allows the board to invest in a convention center study, without reducing funding for future events, or taking away from what they currently do. The additional assessment dollars will not be realized until FY 15.

Open discussion ensued regarding the convention center research.

Jeff Muri led a conversation regarding concern over continued research and the possibility of building a convention center.

Shelli Mann led a conversation stating that at this point, no one really knows whether Billings can support a convention center or not, so that is why proper research efforts are necessary.

The Board was asked to reiterate voting procedures and how members are elected. Referred to the bylaws.

Kelly McCandless stated that online tracking reports indicate a lack of response and e-newsletter readership among the TBID Stakeholders. Typically, there are only 7-8 responses out of 43 for surveys, and a 20% readership, showing a lack of feedback among the stakeholders.

John Brewer suggested putting the details behind the study before moving forward, due to a large misrepresentation of information. He recommended a needs analysis report, which would give stakeholders a better understanding, as well as what the parameters need to be.

A discussion ensued about hiring a consultant to lead the board and stakeholders to determine the proper questions to ask before moving forward.

Request for a motion to put forth the questions that would be covered by a Request for Proposal.

MOTION: Shelli motioned to approve defining the questions for an RFP; Ginny seconded; Motion carried.

**Charleston Report-** Ginny Hart gave a brief report on the Charleston, NC visit.

**Watchtower/Jehovah's Witness 2015-** Since the group is not coming to Billings next year, the TBID is not required to give them money this year. The board discussed moving the money set aside for this year, and giving it to them the following year.

Request for a motion to move the Jehovah's Witness' money intended for 2014, to 2015.

MOTION: Ron motioned to approve moving the funding for the group from 2014 to 2015; Ben seconded; Motion carried.

**TBID Grant Awards-** The board voted to award grant money to the NILE Cattle Drive, Yellowstone County Museum and MACK Productions. The board is going to recommend that Yellowstone County Museum redesign its brochure. They will award an additional \$1,000 to do so. The remaining funds will be placed in a kitty.

Request for a motion to approve \$3,500 for NILE Cattle Drive, \$2,092.44 for Yellowstone County Museum, contingent on agreement for a brochure redesign, and \$7,200 for MACK Productions. Remaining Money to be placed in kitty.

MOTION: Ron motioned to approve the grant awards to NILE for \$3,500, YCM for \$2,092.44 and MACK Prod. for \$7,200; Shelli seconded; Motion carried.

### **New Business**

#### **TBID Board Officers for FY 2014-**

Request for a motion to approve the board officers for FY 2014 remain unchanged for next year.

MOTION: Ben motioned to approve the board officers for next year; Ron seconded; motion carried.

Joyce and Ginny were approved for another term. Ginny is the liaison for the TBID.

**Visitor Guide Mailers-** \$100,000 copies of the 2013-2014 visitor guides printed for distribution.

**Marketing/PACE Update-** A running total of 23,000 room nights booked for FY 2013/2014. Roughly 120,000 unique website visits to visitbillings.com. Tom Krause is in Denver, CO for Collaborate.

**Summer Drive Campaign\Current Ad Placements-** Aimed to help offset fly in traffic Billings may lose, with driving incentive campaigns.

Two bloggers became interested in the area after they saw campaigns placed by the CVB. They flew into Bozeman, went through Yellowstone Park, drove the Beartooth Highway, came to Billings and stayed at the Northern Hotel.

**Sports & M/C Update-** Chris Frye was in town two weeks ago and met with Craig Aldred. Craig hosts a volleyball tournament at Castle Rock but they are quickly outgrowing that location. Craig would like to move the tournament to the Expo at MetraPark and increase the team count to 100. In addition, Chris Frye is looking at bringing a cross fit style game to Billings. AAU Wrestling Tournament had 470 registrations. Shelli suggested the board have Chris look into bringing the Special Olympics Basketball Tournament to Billings.

Meeting adjourned at 11:55 a.m.

Submitted by Caitlin Hall

**TOURISM BUSINESS IMPROVEMENT DISTRICT**

**Profit & Loss Budget vs. Actual**

**June 2013**

	CURRENT MONTH		YEAR TO DATE		2012-13 Annual	LAST YEAR
	June 2013	Budget	JUL 12- JUN 13	JUL 12- JUN 13		JUL 11-JUN 12
			Actual	Budget	Budget	Actual
<b>Income</b>						
4001100 · TBID Assessments			878,628.00	840,000.00	840,000.00	780,671.91
4001500 · Miscellaneous Income	86.91		2,250.62			6,196.91
Carryover from 2011-2012				33,000.00	33,000.00	
<b>Total Income</b>	<b>86.91</b>	<b>0.00</b>	<b>880,878.62</b>	<b>873,000.00</b>	<b>873,000.00</b>	<b>786,868.82</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	14,886.72	14,471.00	171,365.32	169,445.00	169,445.00	132,885.37
5007100 · FICA Expense	1,057.90	1,064.95	13,741.26	12,456.82	12,456.82	9,275.98
5007200 · Unemployment Expense	250.88	276.50	2,985.29	2,414.00	2,414.00	2,276.50
5007400 · Health & Accident Expense	1,600.20	2,480.00	18,497.01	29,642.00	29,642.00	23,153.95
5007500 · Retirement Expense	1,026.50	910.12	9,244.13	10,360.18	10,360.18	7,554.91
5007700 · Workers Compensation Expense	123.00	94.00	1,476.00	1,132.00	1,132.00	897.50
5007700 · Staff Employment Expenses						175.00
<b>Total 5001000 · Staff Expenses</b>	<b>18,945.20</b>	<b>19,296.57</b>	<b>217,309.01</b>	<b>225,450.00</b>	<b>225,450.00</b>	<b>176,219.21</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	6,893.19		10,662.32	3,000.00	3,000.00	6,874.63
5009300 · Equipment & Repair Expense	194.26	250.00	1,141.31	2,500.00	2,500.00	1,199.26
5009500 · Liability Insurance			2,062.00	2,100.00	2,100.00	2,062.00
5009600 · Meeting Expenses	369.45	462.00	5,929.96	7,275.00	7,275.00	5,183.18
5009650 · Newsletter Expenses						350.00
5009700 · Office Supplies	148.17	200.00	2,877.52	2,225.00	2,225.00	2,061.71
5009750 · Postage	854.51	225.00	2,932.50	2,500.00	2,500.00	1,646.23
5009800 · Professional Training	-199.57	1,000.00	11,252.04	10,000.00	10,000.00	5,288.22
5009850 · Legal and Accounting	926.00		8,688.50	7,000.00	7,000.00	5,820.00
5009900 · Telephone/Wireless Equipment	82.50	250.00	1,680.30	3,000.00	3,000.00	1,819.39
<b>Total 5009000 · Administrative Expenses</b>	<b>9,268.51</b>	<b>2,387.00</b>	<b>47,226.45</b>	<b>39,600.00</b>	<b>39,600.00</b>	<b>32,304.62</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	27,514.70	14,070.00	243,049.79	229,840.00	229,840.00	220,948.33
5151500 · Film Recruitment			2,190.68			
5152000 · Opportunity	17,443.42	25,000.00	59,841.13	75,000.00	75,000.00	23,017.14
5152500 · Printed Materials	45,008.08		81,832.72	77,115.00	77,115.00	40,879.56
5153000 · Publicity	272.60		18,266.98	23,500.00	23,500.00	3,167.64
5154000 · Sales Expenses	8,105.15	4,365.00	109,764.70	111,600.00	111,600.00	66,799.29
5155000 · Tradeshows/Conventions	3,211.84		48,051.92	41,895.00	41,895.00	41,311.03
5156000 · Visitor Information Center	746.13		3,709.57	2,000.00	2,000.00	1,965.75
5156500 · Web Site	6,546.24	3,650.00	42,224.92	47,000.00	47,000.00	32,448.25
<b>Total 5150000 · Marketing Expenses</b>	<b>108,848.16</b>	<b>47,085.00</b>	<b>608,932.41</b>	<b>607,950.00</b>	<b>607,950.00</b>	<b>430,536.99</b>
<b>Total Expense</b>	<b>137,061.87</b>	<b>68,768.57</b>	<b>873,467.87</b>	<b>873,000.00</b>	<b>873,000.00</b>	<b>639,060.82</b>
	<b>-136,974.96</b>	<b>-68,768.57</b>	<b>7,410.75</b>	<b>0.00</b>	<b>0.00</b>	<b>147,808.00</b>
		<b>Cash</b>	<b>Current Month</b>	<b>Last Month</b>	<b>Last Year</b>	
		Unrestricted	127,515	289,490	145,105	
		Restricted	100,000	75,000	75,000	
		<b>Total Cash</b>	<b>227,515</b>	<b>364,490</b>	<b>220,105</b>	

## JUNE 2013 VARIANCE REPORT

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TO: TBID Board of Director  
FROM: Linda Gleason  
DATE: July 5, 2013  
RE: June 2013 Variance Report

Year to date revenue over expenses are \$40,411 over budget. (The financial statements reflect a net profit of \$7,410 plus we did not use the budgeted \$33,000 of carryover from 2011-2012.)

Year to date revenue is \$40,879 over budget made up of the following variances:

- TBID Assessments are \$38,628 over budget.
- Other Revenue is \$2,251 over budget from interest income and a \$500 donation from Midland Round Table to offset sports hospitality expenses.

Year to date expenses are \$468 over budget.

- Staff Expenses are \$8,141 under budget (due mostly to Health Insurance Expenses).
- Administrative Expenses are \$7,627 over budget due mostly TBID's portion of upgrading the server and new computers for TBID staff members.
- Marketing Expenses are \$982 over budget:
  - Advertising is \$13,210 over budget due to the Better Homes and Garden advertising opportunity.
  - Opportunity is \$15,160 under budget. We budget the board's requested \$25,000 addition to reserves here to make sure there are sufficient funds at year end to increase restricted funds.
  - Publicity is \$5,233 under budget with funds budgeted for Meeting Planners and the Bring It To Billings campaign.
  - Tradeshows are \$6,157 over budget due to attending the IMEX and SportsLink tradeshows.
  - Printed Materials are \$4,718 over budget due mostly to vacation guide expenses.
  - Website Expenses are \$4,775 under budget.
  - VIC Expenses are \$1,710 over budget due to the VIC remodel in progress.



## MARKETING & SALES PACE REPORT

### GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
<b>Groups</b>	8	7	14	1	30	27	111%
<b>Room Nights</b>	2,860	3,570	17,350	350	24,130	21,000	115%

### 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	15,817	13,021	10,704	12,290	12,302	17,185	144,460

### 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	20.4								2.8

### YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2013	2012
Billings, MT	63.0%	62.7%
Montana	49.7%	49.3%
United States	60.2%	59.0%
Bozeman, MT	54.2%	52.0%
Missoula, MT	48.1%	45.7%
Rapid City, SD	43.8%	45.7%
Sioux Falls, SD	59.6%	58.1%
Bismarck, ND	69.1%	74.7%
Boise, ID	62.3%	59.7%
Madison, WI	60.9%	57.9%
Helena, MT	53.3%	52.7%
Great Falls, MT	53.4%	55.0%

### CURRENT MONTH OCCUPANCY

MAY		
LOCATION	2013	2012
Billings, MT	77.9%	67.2%
Montana	61.3%	58.5%
United States	64.0%	63.3%
Bozeman, MT	62.2%	61.6%
Missoula, MT	64.7%	59.9%
Rapid City, SD	60.1%	58.5%
Sioux Falls, SD	68.2%	64.1%
Bismarck, ND	73.8%	78.6%
Boise, ID	70.0%	67.1%
Madison, WI	65.7%	63.6%
Helena, MT	62.2%	61.9%
Great Falls, MT	57.5%	55.7%

**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 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
<b>Q1 BOOKED EVENTS</b>		<b>8</b>		<b>Q1 ROOM NIGHTS</b>			<b>2860</b>	
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
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>7</b>		<b>Q2 ROOM NIGHTS</b>			<b>3570</b>	
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
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 Divisional's- 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
<b>Q3 BOOKED EVENTS</b>			<b>14</b>			<b>Q3 ROOM NIGHTS</b>		<b>17,350</b>
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
Pat Hastings	LR	CVB-S	(125)	Jun-13	O		\$ (28,125)	Q4
St. Thomas Church	LR	CVB-S	(40)	Jun-13	O		\$ (9,000)	Q4
Masterlube	LR	CVB-S	(100)	Jun-13	O		\$ (22,500)	Q4
WHC- Julie Dial	LR	CVB-S	(40)	Jun-13	O		\$ (9,000)	Q4
<b>Q4 BOOKED EVENTS</b>			<b>1</b>			<b>Q4 ROOM NIGHTS</b>		<b>350</b>
<b>TOTAL BOOKINGS</b>						<b>TOTAL ROOM NIGHTS</b>		<b>TOTAL ECONOMIC IMPACT</b>
<b>30</b>						<b>24,130</b>	<b>\$</b>	<b>5,429,250</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>
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
Native Am. Housing	NR	CVB-P		Aug-13	O	TBD	\$ -	Q4
Reinke Serv. Trng.	NR	CVB-P	150	Aug-13	O	TBD	\$ 33,750	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

<b>LOST BUSINESS</b>			
<b>NAME</b>	<b>REASON</b>	<b>YEAR</b>	<b>LOST TO</b>
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
VolkSport 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

<b>CANCELLED BUSINESS</b>						
<b>NAME</b>	<b>SOURCE</b>	<b>ROOM NIGHTS</b>	<b>MONTH/YEAR</b>	<b>TYPE</b>	<b>REASON</b>	<b>ECONOMIC IMPACT</b>
CALCASA	CVB	(1000)	2012	CW	Funding CXLd	(225,000)
24th Ann.Tanks Conf. & Expo	CVB	(800)	9/1/2013	O	Funding CXLd	(180,000)
Cadillac Touring Group	CVB	(20)	Jun-13	O		(4,500)

<b>MARKETING INITIATIVES/EXPOSURE/PUBLICITY</b>	
<b>NAME</b>	<b>REASON/RESULTS</b>
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
Journalist FAM Tour in conj. w/Xanterra	Bloggers for The Roaming Boomers. Syndicate writers for AARP & AAA- 2 guests
Summer Drive Campaign/Concert Craze	June, July & August- Regional focus, meant to offset the airport maintenance project by enticing our drive market

<b>EVENTS ATTENDED</b>			
<b>NAME</b>	<b>LOCATION</b>	<b>STAFF</b>	<b>REASON</b>
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
Governors' 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
Collaborate Market Place	Denver, CO	TK	Tradeshow
TAC	Kalispell, MT	AT	State Tourism Mtgs.
MT Society of Assoc. Exec	Helena, MT	TK	Monthly Lunch

## 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

