



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

**SPECIAL MEETING AGENDA
AUGUST 12, 2013
8:00 AM – 11:30 AM
CHAMBER/CVB BOARD RM, 815 S. 27TH ST**

Objective: *Framework for a Convention Center Request for Proposal (RFP); Roadmap for Research*
Facilitator: *Kevin Twohig- Executive Director, Spokane Public Facilities District*

- I. Welcome and Morning Refreshments.....8:00
 - a. Meet and greet Mr. Twohig
- II. Call to Order – S. Wahrlich.....8:20
- III. Approval of July 11, 2013 Board Minutes - pages 2-4.....ACTION
- IV. Approval of July Financial & Variance Reports- M. Stevenson pages 5-6.....ACTION
- V. TBID FY13 Audit Follow-Up- J. Bratland/R. Spence.....8:40-8:45
- VI. Marketing/PACE Update- A. Tyson pages 7-11.....8:45-9:00
 - a. Staff Update
 - b. Pace and Activity Report
- VII. Old Business- S. Wahrlich/K. Twohig.....9:00-11:00
 - a. Background/Process of Billings Meeting Facility Research- S. Wahrlich
 - b. Developing a Billings Meeting Facility RFP- K. Twohig
- VIII. Public Comment- S. Wahrlich.....11:00-11:30
(Comments limited to 3 minutes per speaker)
- IX. Final Comments/Next Steps/Adjournment.....11:30

Future Meeting Dates:

September 12, 2013- September TBID Board Meeting
October 10, 2013- October TBID Board Meeting
November 14, 2013- November TBID Board Meeting

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



TBID BOARD OF DIRECTORS MINUTES – JULY 11, 2013

Board Members Present: Steve Wahrlich, Ginny Hart, Ben Kerns, Ron Spence, Joyce Bratland, LaRell Baldwin

Board Members Absent: Shelli Mann

Ex-Officio member Present: None

Staff Present: John Brewer, Alex Tyson, Caitlin Hall, Tom Krause, Linda Gleason, Chris Frye

Others Present: Nash Emrich, *High Plains Architects*, Mary Paoli and Mike Garcia, *Voices of Montana Tourism*, Jeremy Vannatta, *Big Sky EDA*, Lew Kosich, *MSU-Billings Tennis*, Eileen Pinkerton, *Billings Tennis Association*

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

None.

Approval of Board Minutes

Request for a motion to approve June 13, 2013 Board Minutes.

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

Approval of Financial and Variance Report

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

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

Old Business

Voices of Montana Tourism- Mary Paoli and Mike Garcia gave an informal presentation to the board about where Voices of Montana Tourism (VOMT) has been, where they are now, and where they plan to be in the future. Mike Garcia will replace Mary Paoli next month as the new PR Manager. Two years ago, VOMT recognized the lack of representation the tourism industry had at legislative sessions. VOMT took the initiative to become that representative leader by educating legislators on the tourism industry before the sessions began. They also used media relations to inform the general public.

Voices of Montana developed four key components in its strategic plan.

- **Strategy 1:** Build support and appreciation for tourism as a leading state industry amongst Montana lawmakers and influencers
- **Strategy 2:** Improve public perceptions of the tourism industry and industry jobs
- **Strategy 3:** Protect lodging taxes used for tourism marketing and tourism infrastructure programs
- **Strategy 4:** Build greater industry cohesion, expand partnership to reflect the true diversity of Montana's tourism industry and diversify Voices of Montana Tourism's revenue sources

Last year, the TBID donated \$10,000 to help support the efforts of Voices of Montana Tourism. On behalf of VOMT, Mike and Mary asked for the board to continue their support, both financially, and through the TBID's leadership roles.

Request for a motion to donate \$10,000 to Voices of Montana Tourism.

MOTION: Ron motioned to donate \$10,000 to VOMT; Ben seconded; Motion carried.

New Business

Expo Gateway Presentation- Nash Emrich, High Plains Architects, and Jeremy Vannatta, Big Sky EDA, presented on the Expo Gateway. The goal is to assemble 11 acres of land across from MetraPark for retail, food, theatre and lodging use. The presentation was broken down into multiple planning principles.

- Planning Principle 1: Evaluation of Storm Water System- existing system, repairing existing system, enhancing existing system.
- Planning Principle 2: Evaluation of Street Types- major connectors, streets best for retail, Gateway Boulevard, signature street, roundabouts, future ramp to I-90 and pedestrian over or underpass crossing.
- Planning Principle 3: Evaluation of Public Space/Landmarks- connections, parkway, city gateway feature landmark, café corners.
- Planning Principle 4: Evaluation of Land Use- commercial/retail core, lodging opportunities, adaptive reuse, railroad corridor reuse, future exhibition center.

Implementation program time frame- plan adopted by the City and County and approved by Big Sky Economic Development. 21 property owners involved in the 11 acres of proposed gateway expo area voted for, or against the new Expo Gateway. Three voted no, ten had no response, and eight voted in favor. There is potential to move forward with the project quickly.

Billings Tennis Facilities Update- John Brewer stated that the long range goal of the Billings Chamber is to support Billings' sports.

On behalf of the Billings Tennis Association (BTA), Eileen Pinkerton and Lew Kosich, MSU-Billings Tennis, requested a \$5,000 grant from the TBID to help resurface the public tennis courts in Billings. There are 21 courts in Billings, and 11 were lost due to lack of maintenance. The City committed to \$630,000 to rebuild the courts in the biggest disrepair. The BTA's goal is to eventually repair all of the outdoor tennis courts in town. They are asking for financial assistance from the US Tennis Association in the amount of \$35,000.

Billings cannot host large tennis events due to the lack of facilities. Lew has the interest to bring in 12 teams to Billings, but cannot place a bid until a sufficient amount of courts are repaired. Many tennis tournaments are allocated by accessibility; if there is a sanctioned tournament in the area, the players will come. Resurfacing all of the courts can be done in two to three weeks. Rose Park courts will be fixed this year. The next courts in line are Pioneer Parks. The Billings Tennis Association is contributing \$5,000 to the resurfacing project and asking for similar donations from other supporters.

A discussion ensued on grant dollar specifications regarding marketing versus brick and mortar usage. It was determined that the grant application does not specify if the money strictly goes towards marketing.

Request for a motion to pull \$5,000 from winter grant funds to allocate towards the tennis court repair.
MOTION: Ben motioned to accept the financial and variance reports; Ginny seconded; Motion carried.

Ron, Joyce and LaRell agree that funding the tennis court resurfacing project is a good idea.

Marketing/PACE Update- Motel 6 still has not responded regarding the increase in the TBID assessment fee.

Sports Update- Chris Frye and the Billings CVB secured State Class A High School Tennis for 2014 and the Big Sky Volleyfest for May, 2014. Summer targeted events include the following:

1. 2015 & 2016 NAIA Women's Basketball National Championships
2. 2015, 2016 &/or 2017 NCAA DII Women's Volleyball National Championships
3. Collegiate/HS/MS Cross Country Invitational
4. 2015, 2016 &/or 2017 NCAA DII Cross Country National Championships
5. 2015, 2016 &/or 2017 NCAA DI Cross Country Regionals
6. Skookum
7. MT State Folk style Wrestling

Black Lung Presentation- There are 300 people registered for the event, which will take place in September. The majority of the attendees are staying at the Holiday Inn Grand Montana.

AAU Update and Summer Campaign- There were 450-460 registrations for the AAU tournament. The majority stayed at the Holiday Inn Grand Montana.

Additional Comments\Notes

Each board member was assigned between four to six properties that they will visit once per quarter.

A discussion ensued regarding the August TBID board meeting date. Instead of holding the regular August 8, 2013 meeting, and the special meeting on August 12, 2013, the board voted to hold just the August 12, 2013 meeting.

Request for a motion to cancel the August 8, 2013 TBID meeting, and incorporate those agenda items in the August 12, 2013 meeting

MOTION: Ginny motioned to accept the meeting date change; Ben seconded; Motion carried.

Steve Wahrlich stated he received a letter from the attorney for Jeff Muri and Ron Spence concerning the TBID letter Steve mailed to stakeholders June 13, 2013. The letter asked for a retraction of certain items Muri and Spence did not agree with. There was no direct threat of litigation.

As a direct result of that letter from the attorney, the TBID will incur attorney fees as we seek counsel. John will also need to discuss the matter with the TBID's insurance provider in the event a claim needs to be filed. These expenses were not budgeted for. Bill Cole, Cole Law Firm, will represent Steve and the TBID.

The city attorney asked the TBID for their bylaws at the request of the Muri's. John informed the TBID that they are an independent 501c 6 and is its own governing body. The TBID board is the only body able to make changes to the bylaws.

Meeting adjourned at 11:10 a.m.

Submitted by Caitlin Hall

**Tourism Business Improvement District
Profit & Loss Budget vs. Actual
July 2013**

	CURRENT MONTH		YEAR TO DATE		2013-14 Annual Budget	LAST YEAR JULY 2012 Actual
	July 2013	Budget	JULY 2013 Actual	JULY 2013 Budget		
Income						
4001100 · TBID Assessments	448,369.70	448,370.00	448,369.70	448,370.00	865,000.00	445,150.00
4001500 · Miscellaneous Income	116.05		116.05			142.76
Carryover from 2012-2013					91,343.00	
Total Income	448,485.75	448,370.00	448,485.75	448,370.00	956,343.00	445,292.76
Expense						
5001000 · Staff Expenses						
5007000 · Wages	14,989.37	14,473.25	14,989.37	14,473.25	182,051.00	14,033.59
5007100 · FICA Expense	1,063.81	1,105.42	1,063.81	1,105.42	13,920.00	995.84
5007200 · Unemployment Expense	252.56	0.00	252.56	0.00	2,942.00	320.95
5007400 · Health & Accident Expense	1,600.20	1,587.00	1,600.20	1,587.00	31,074.00	1,548.91
5007500 · Retirement Expense	923.16	768.30	923.16	768.30	8,394.00	738.68
5007700 · Workers Compensation Expense	123.00	93.50	123.00	93.50	1,162.00	123.00
5007700 · Staff Employment Expenses						
Total 5001000 · Staff Expenses	18,952.10	18,027.47	18,952.10	18,027.47	239,543.00	17,760.97
5009000 · Administrative Expenses						
5009200 · Computers	245.00	250.00	245.00	250.00	7,200.00	
5009300 · Equipment & Repair Expense	186.62	250.00	186.62	250.00	3,000.00	39.99
5009500 · Liability Insurance	1,562.00	0.00	1,562.00	0.00	2,550.00	
5009600 · Meeting Expenses	195.38	675.00	195.38	675.00	8,300.00	337.66
5009650 · Newsletter Expenses		0.00		0.00	3,500.00	
5009700 · Office Supplies	252.85	350.00	252.85	350.00	2,925.00	
5009750 · Postage	196.25	1,000.00	196.25	1,000.00	8,200.00	78.96
5009800 · Professional Training	1,018.00	400.00	1,018.00	400.00	11,000.00	1,598.06
5009850 · Legal and Accounting		0.00		0.00	9,200.00	
5009900 · Telephone/Wireless Equipment	189.96	250.00	189.96	250.00	3,000.00	67.50
Total 5009000 · Administrative Expenses	3,846.06	3,175.00	3,846.06	3,175.00	58,875.00	2,122.17
5150000 · Marketing Expenses						
5151000 · Advertising	32,684.38	31,000.00	32,684.38	31,000.00	302,000.00	17,510.65
5151500 · Film Recruitment		0.00		0.00	2,000.00	
5152000 · Opportunity		0.00		0.00	88,000.00	14,907.00
5152500 · Printed Materials	434.40	250.00	434.40	250.00	53,500.00	24,398.08
5153000 · Publicity	10,000.00	2,000.00	10,000.00	2,000.00	15,000.00	
5154000 · Sales Expenses	3,047.47	2,500.00	3,047.47	2,500.00	114,000.00	7,714.31
5155000 · Tradeshows/Conventions	3,040.00	2,400.00	3,040.00	2,400.00	44,525.00	2,563.85
5156000 · Visitor Information Center	277.00	300.00	277.00	300.00	3,000.00	
5156500 · Web Site	844.95	3,500.00	844.95	3,500.00	35,900.00	
Total 5150000 · Marketing Expenses	50,328.20	41,950.00	50,328.20	41,950.00	657,925.00	67,093.89
Total Expense	73,126.36	63,152.47	73,126.36	63,152.47	956,343.00	86,977.03
	375,359.39	385,217.53	375,359.39	385,217.53	0.00	358,315.73
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	520,845	127,515	503,420	
		Restricted	100,000	100,000	75,000	
		Total Cash	620,845	227,515	578,420	

JULY 2013 VARIANCE REPORT

TO: TBID Board of Directors
FROM: Megan Stevenson
DATE: August 9, 2013
RE: *revised* July 2013 Variance Report

July's revenue over expenses is \$9,858 under budget.

Revenue is \$120 over budget due to the following variance:

- Other Revenue of \$120 from interest income & sale of MT Trailhead jackets.

Year to date expenses are \$9,974 over budget.

- Staff Expenses are \$925 over budget. Please note that due to staffing changes Payroll Expenses are projected to be over budget for the fiscal year.
- Administrative Expenses are \$670 over budget.
- Marketing Expenses are \$8,378 over budget consisting of the following:
 - Advertising is over budget \$1,700 from the Leisure Advertising of the current campaign with AD Creative.
 - Publicity is over \$8,000 due to the MLHA PR Campaign that was budgeted for \$2,000 but was approved in June to pay the additional \$8,000 from the carryover.
 - Sales expense is over \$550.
 - Tradeshows/Conventions is over \$640 due to timing of payment for the Connect Sports event.
 - Website Expenses are under budget \$2,700 due to timing of being invoiced for progress billing.



MARKETING & SALES PACE REPORT

GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	9				9	27	33%
Nights	1,990				1,990	21,000	9%

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	13,568												13,568

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	-2.0							1.8

YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2013	2012
Billings, MT	65.0%	65.5%
Montana	53.8%	53.5%
United States	61.8%	60.9%
Bozeman, MT	59.5%	56.8%
Missoula, MT	52.0%	49.3%
Rapid City, SD	50.5%	52.2%
Sioux Falls, SD	62.1%	61.1%
Bismarck, ND	71.4%	76.9%
Boise, ID	65.4%	61.9%
Madison, WI	63.2%	60.4%
Helena, MT	55.3%	55.4%
Great Falls, MT	55.8%	58.0%

CURRENT MONTH OCCUPANCY

JUNE		
LOCATION	2013	2012
Billings, MT	74.6%	79.2%
Montana	73.7%	73.6%
United States	69.9%	70.1%
Bozeman, MT	85.7%	80.8%
Missoula, MT	71.8%	67.3%
Rapid City, SD	83.6%	84.1%
Sioux Falls, SD	74.9%	76.2%
Bismarck, ND	82.7%	87.8%
Boise, ID	80.6%	73.4%
Madison, WI	74.5%	73.0%
Helena, MT	65.1%	68.7%
Great Falls, MT	67.3%	73.3%

**CVB ACTIVITY REPORT
FY JULY 1, 2013- JUNE 30, 2014**

BOOKED EVENTS

NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH/ YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Beth Moore Ministries	NR	CVB-P	895	Oct-14	CW	HIGM, BHCC, HGI, BHR, CP HIS, BWCT	\$ 201,375	Q1
Montana Harley Owners Group	LR	CVB	1100	Jul-14	O	BHCC	\$ 247,500	Q1
Montana Petroleum Association	LR	CVB-P		Aug-13	O	CP	\$ -	Q1
Women on Wheels	LR	CVB-S	(300)	Jul-13	O	N/A	\$ (67,500)	Q1
Western Heritage Center- J.Dial	LR	CVB-S	(25)	Jul-13	O	N/A	\$ (5,625)	Q1
Northern Pacific Railway Hist Assoc	LR	CVB-S	(125)	Jul-13	O	N/A	\$ (28,125)	Q1
Girls Little League Softball Team	LR	CVB-S	(15)	Jul-13	SP	N/A	\$ (3,375)	Q1
John Lasar- Family Reunion	LR	CVB-S	(30)	Jul-13	O	N/A	\$ (6,750)	Q1
Mexican Fiesta Car Show	LR	CVB-S	(75)	Jul-13	O	N/A	\$ (16,875)	Q1
Montana Dakota Utilities	LR	CVB-S	(55)	Jul-14	O	N/A	\$ (12,375)	Q1
District Assembly	LR	CVB-S	(75)	Jul-14	O	N/A	\$ (16,875)	Q1
German Wrestlers	LR	CVB-S	(17)	Jul-13	SP	N/A	\$ (16,875)	Q1
Montana Energy Day @ MontanaFair	LR	CVB-P		Aug-13	O	N/A	\$ -	Q1
Kercher Family Reunion	LR	CVB	100	Jun-14	O	NH	\$ 22,500	Q1
Big Sky Volleyfest	LR	CVB-P	400	May-14	SP	TBD	\$ 90,000	Q1
Native Am. Housing	NR	CVB-P		Aug-13	O	TBD	\$ -	Q1
Skookum		CVB-P	200	Nov-13	SP	TBD	\$ 45,000	Q1
Reinke Serv. Trng.	NR	CVB-P	70	Aug-13	O	HIS	\$ 15,750	Q1
Q1 BOOKED EVENTS			9			Q1 ROOM NIGHTS		1990
TOTAL BOOKINGS						TOTAL ECONOMIC IMPACT		
9			1,990			\$	447,750	

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	FY 12/13 Q3
Christian Motorcycle Association	TS	CVB	1800	2015	CW	TBD	\$ 405,000	FY 12/13 Q3
Int'l NOMAD Assoc.	LR	CVB	1500	Sep-14	CW	TBD	\$ 337,500	FY 12/13 Q4
Swing Dance Group	LR	CVB	600	Jun-14	O	TBD	\$ 135,000	Q1
Keeseekosse Health Department	NR	CVB	300	Aug-13	O	TBD	\$ 67,500	Q1
Outdoor Sports Group	NR	CVB	1200	Jun-14	O	TBD	\$ 270,000	Q1
Bank Conference	NR	CVB	1100	May-14	O	TBD	\$ 247,500	Q1
Northrop Grumman	NR	CVB	115	Jul-14	O	TBD	\$ 25,875	Q1

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
International NOMAD Assoc.	5	Sep-13	Pending	1 FY 2013	\$ 1,125
Christian Motorcycle Assoc.	2	Sep-13	Pending	1 FY 2013	\$ 450

LOST BUSINESS

NAME	REASON	YEAR	LOST TO
Humana- Trng. Sem	N/A	Jul-14	Spokane, WA
Rocky Mtn Int'l- RMI	Close Decision	Apr-14	Missoula, MT
Lindsey Corporation	Air Service Capacity	Aug-13	Sundance Resort, UT

CANCELLED BUSINESS

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MARKETING INITIATIVES/EXPOSURE/PUBLICITY

NAME	REASON/RESULTS
Summer Drive Campaign/Concert Craze	June, July & August- Regional focus, meant to offset the airport maintenance project by enticing our drive market
Facebook Photo Contest- (#Billings #MontanaMoment)	July- Brand Life/Leisure Exposure

EVENTS ATTENDED

NAME	LOCATION	STAFF	REASON
Institute	Los Angeles, CA	AT	Professional Devel.

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; HGI- Hilton Garden Inn; HIGM- Holiday Inn Grand Montana; BWCT- Best Western Clock Tower Inn; BHR- Bighorn Resort; KELLY- Kelly Inn & Suites; HIS- Hampton Inn & Suites; LX- Lexington NH- Northern Hotel

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

