



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
JANUARY 9, 2013
CHAMBER/CVB BOARD ROOM – 9:00 AM**

- I. Call to Order – Shelli Mann.....9:00

- II. Public Comment on Items Not on the Agenda
(Comments limited to 3 minutes per speaker)

- III. Approval of December 12, 2013 Board Minutes - pages 2-4.....ACTION

- IV. Approval of December Financial & Variance Reports- M. Stevenson pages 5-6.....ACTION
 - a. TBID Financial Review- S. Mann.....ACTION

- V. Old Business.....9:10-9:40
 - a. 2014 Leisure Campaigns.....9:10-9:30
 - i. Presentation- K. McCandless
 - b. MetraPark Sports Financials Discussion- S. Mann.....9:30-9:40

- VI. New Business
 - a. MHSA Bids-Questions and Discussion- R. Spence.....9:40-9:50

- VII. Marketing/PACE Update- pages 7-13.....9:50-10:00
 - a. Staff Updates- A. Tyson

- VIII. Adjournment

Future Meeting Dates:

February 13, 2014- February TBID Board Meeting
March 13, 2014- March TBID Board Meeting
April 10, 2014- April TBID Board Meeting

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



TBID BOARD OF DIRECTORS MINUTES – December 12, 2013

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

Board Members Absent: None

Ex-Officio member Present: None

Staff Present: John Brewer, Alex Tyson, Caitlin Helmer, Kelly McCandless, Megan Stevenson

Others Present: Matt Schafer, *Schafer and Associates*, Tom Binford, *Aviation and Transit for City of Billings*, Brian Arneson, *Quality Inn*, Matt Brosovich, *Big Horn Resort*

Call to Order

Steve Wahrlich called the meeting to order at 12:00 p.m. in the Billings Chamber/CVB Board Room.

Public Comment

None.

Approval of Board Minutes

Request for a motion to approve the October 10, 2013 Board Minutes.

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

Approval of Financial and Variance Report

Request for a motion to approve the October and November Financial and Variance Reports.

MOTION: Ron motioned to accept the Financial and Variance Reports; Ben seconded; Motion carried.

Old Business

Air Service Presentation and Discussion- Tom Binford, Director of Aviation and Transit for the City of Billings, gave a presentation on Air Service Risk Assessment. Tom stressed the importance of understanding the following key points: "As our community continues to explore options for expanding air service, we need to keep in mind that there are only about eight full schedule airlines left in the U.S. Each has specific hubs, routes, and revenue streams. Some may match our market/needs, while others may not." The second key point states, "There will be significant competition for limited air service expansion. Communities without incentive packages are at a disadvantage. Smaller communities are at a higher risk, as in most cases the airlines will require an incentive package for air service improvements. There have been few smaller community market entries in recent years that were not supported by incentives."

When compared nationally and regionally, Billings ranked 126th in total domestic passengers and 152nd in international passengers among U. S. passenger airports. Billings' total passengers increased 5%; nationally total passengers increased by only 1%.

Tom discussed the market opportunities available with Alaska Airlines, Allegiant Air, Delta and United Air Lines, as well as the potential for new airline services with American/US Airways, Frontier, Southwest, Spirit, Air Canada, and WestJet Air Lines.

The consultant who performed the Airport's Air Service Risk Assessment, recommended Billings do the following:

1. Remain vigilant in maintaining an on-going dialogue with the carriers serving the market and explore opportunities where no non-stop service exists today.
2. Support existing service/new opportunities with incumbent carriers.

3. Pursue additional eastbound service with a focus on Dallas/Fort Worth service and year round Chicago O'Hare service.
4. Incentives are likely needed to gain air service improvements.

The review of the consultant's recommendations concerning the above incentives, are as follows:

1. There will be significant competition for limited air service expansion.
2. Communities without incentive packages are at a disadvantage.
3. Smaller communities are at a higher risk; as in most cases, the airlines will require an incentive package for air service improvements.
4. There have been few smaller community market entries in recent years that were not supported by incentives.

Billings Logan International Airport focuses on commercial, freight, and general aviation, versus Bozeman which focuses mainly on tourism. Billings is a business hub that does not have the amount of passengers needed to fill the capacity of flights to be able to offer direct flights, or be the center hub. Flights are a numbers driven thing. Billings is a connection site to cities such as Denver and Seattle.

The Board discussed bringing Tom Binford back three times a year to update and allow them a chance to ask questions.

MetraPark Update- There is frustration with the lack of events taking place at MetraPark. It was stated that Metra won't take any risks regarding events and that the mentality is it's just a rental facility.

State TBID Meeting Report- There are a variety of communities conducting convention center research studies, including, but not limited to, Great Falls, Bozeman and a few towns in the N.E. corner of the state. A discussion ensued on Bozeman raising its TBID assessment fee to \$5 to \$7, and on TBID's owning a brick and mortar.

Great Falls had a hotel who was not responding to the TBID. As a direct result, if a hotel in Great Falls does not respond and pay its assessment fee, they will be assessed at 100% occupancy.

Assessment Increase- The Extended Stay and Super 8 didn't pay their assessment fee increase; continued paying \$1, instead of \$2. After contacting the businesses, Extended Stay has since made up the difference, while Super 8's CFO is claiming hardship with their Billings GM, and are asking that they not have to pay the 3rd quarter assessment fee increase. Super 8 did acknowledge that they received and were notified of the increase.

Request for a motion that Super 8 pay their 3rd quarter assessment fee increase.

MOTION: Shelli motioned to charge Super 8; Ron seconded; Motion carried.

Convention Center Research Funding- On behalf of the Billings Chamber/CVB, John Brewer requested \$10,000 from the TBID to help fund the convention center study. If awarded the full amount, they will still be \$5,000 shy.

Request for a motion to offer up to \$10,000 to the Chamber to help fund an event center study.

MOTION: Shelli motioned to fund the study; Ben seconded; Motion carried.

Opposed: Ron Spence

Absent: LaRell Baldwin

TBID Grant Discussion- There were five grant applications submitted; Billings Scorpion Lacrosse, Billings Symphony Orchestra and Chorale “Carmina Burana”, The Warm Up 2014 Motorcycle Event, NOVA Center for the Performing Arts, and Billings Comic Con.

The Board expressed some concern about giving Comic Con money this year, since they aren’t an LLC; uncomfortable with giving one individual the money. A discussion ensued about possibly offering marketing assistance and suggesting she submit another bid next year.

Request for a motion to award Billings Scorpion Lacrosse \$5,000, Billings Symphony Orchestra and Chorale “Carmina Burana” \$1,500 and The Warm Up 2014 Motorcycle Event \$5,000, and to carry over the remaining \$3,500 to the next grant cycle.

MOTION: Shelli motioned to fund the events and carry over the balance; Joyce seconded; Motion carried.

Steve Wahrlich abstained from voting for the Billings Scorpion Lacrosse due to a conflict of interest.

Dino Lab Update- The T-Rex skull is still available if the TBID wants to develop a display with it at the Airport. Caitlin Helmer and Nick Mann will reach out to Nate to discuss future planning options.

Marketing/PACE Update

Billings was awarded the bid for NCAA Cross Country. The Boomer Campaign will begin in January. An ad for 2/4 wheels was placed in the January/February Road Runner Magazine, and in February, an ad for the Brewery Tour will be featured in Courier Magazine.

An email was sent from the Greater Yellowstone Coalition requesting the Billing CVB and TBID’s support; both organizations will sign it.

At 5:00 p.m., Jeff Muri will be the official sole owner of the Billings Hotel and Convention Center; bought out Ron Muri.

Meeting adjourned at 1:45 p.m.
Submitted by Caitlin Helmer

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

December 2013

	CURRENT MONTH		YEAR TO DATE			LA ST YEAR
	Acutal	Budget	Dec 2013	Dec 2013	2013-14 Annual	Dec 2012
			Actual	Budget	Budget	Actual
Income						
4001100 · TBID Assessments	-	-	448,369.70	448,370.00	865,000.00	447,019.53
4001500 · Miscellaneous Income	107.93	-	3,782.97	-	-	909.43
Carryover from 2012-2013	-	-	-	-	91,343.00	-
Total Income	107.93	0.00	452,152.67	448,370.00	956,343.00	447,928.96
Expense						
5001000 · Staff Expenses						
5007000 · Wages	11,325.75	15,544.00	87,955.25	91,622.50	182,051.00	85,291.00
5007100 · FICA Expense	854.24	1,189.12	6,520.67	7,005.60	13,920.00	7,535.29
5007200 · Unemployment Expense	30.55	267.45	809.75	1,337.30	2,942.00	764.49
5007400 · Health & Accident Expense	490.16	2,790.00	7,034.57	14,334.00	31,074.00	9,293.46
5007500 · Retirement Expense	710.55	656.96	5,210.71	4,229.44	8,394.00	4,620.49
5007700 · Workers Compensation Expense	83.00	97.50	628.00	577.00	1,162.00	738.00
5007800 · Staff Employment Expense	-	-	829.00	-	-	-
Total 5001000 · Staff Expenses	13,494.25	20,545.03	108,987.95	119,105.84	239,543.00	108,242.73
5009000 · Administrative Expenses						
5009200 · Computers	1,912.70	1,750.00	3,871.30	3,700.00	7,200.00	322.50
5009300 · Equipment & Repair Expense	162.50	250.00	1,169.92	1,500.00	3,000.00	525.79
5009500 · Liability Insurance	-	-	2,062.00	2,550.00	2,550.00	2,062.00
5009600 · Meeting Expenses	146.12	500.00	1,233.35	3,175.00	8,300.00	3,798.13
5009650 · Newsletter Expenses	-	-	-	-	3,500.00	-
5009700 · Office Supplies	450.00	425.00	968.88	1,525.00	2,925.00	1,372.80
5009750 · Postage	(3.74)	200.00	571.05	2,300.00	8,200.00	747.58
5009800 · Professional Training	-	-	3,634.65	2,700.00	11,000.00	5,782.29
5009850 · Legal and Accounting	500.00	550.00	3,731.50	2,600.00	9,200.00	470.00
5009900 · Telephone/Wireless Equipment	65.00	250.00	624.92	1,500.00	3,000.00	765.41
Total 5009000 · Administrative Expenses	3,232.58	3,925.00	17,867.57	21,550.00	58,875.00	15,846.50
5150000 · Marketing Expenses						
5151000 · Advertising	34,192.18	33,000.00	141,259.36	142,000.00	302,000.00	111,840.42
5151500 · Film Recruitment	-	1,000.00	-	1,000.00	2,000.00	2,190.68
5152000 · Opportunity	9,200.00	10,000.00	17,845.14	19,500.00	88,000.00	29,657.65
5152500 · Printed Materials	3,740.39	3,500.00	9,055.32	8,675.00	53,500.00	27,722.18
5153000 · Publicity	2,000.00	2,000.00	12,353.71	4,250.00	15,000.00	16,887.74
5154000 · Sales Expenses	5,161.70	5,500.00	31,934.89	30,600.00	114,000.00	34,210.22
5155000 · Tradeshows/Conventions	725.00	1,175.00	10,365.00	7,575.00	44,525.00	25,779.07
5156000 · Visitor Information Center	-	-	1,878.53	1,350.00	3,000.00	1,014.43
5156500 · Web Site	2,393.05	4,125.00	10,822.10	19,250.00	35,900.00	25,365.00
Total 5150000 · Marketing Expenses	57,412.32	60,300.00	235,514.05	234,200.00	657,925.00	274,667.39
Total Expense	74,139.15	84,770.03	362,369.57	374,855.84	956,343.00	398,756.62
	(74,031.22)	(84,770.03)	89,783.10	73,514.16	0.00	49,172.34
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	217,298	291,850	194,277	
		Restricted	100,000	100,000	75,000	
		Total Cash	317,298	391,850	269,277	



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of December 31, 2013

Year to date revenue over expenses is \$16,269 over budget.

Year to date revenue is \$3,783 over budget from interest income, TBID sales, and reimbursement from the CVB for the VIC's payroll expenses (May 27th - Sept 3rd).

Year to date expenses are \$12,486 under budget.

- Staff Expenses are \$10,118 under budget due to staffing changes and an employee not participating in the health insurance as budgeted.

- Administrative Expenses are \$3,682 under budget.
 - Liability Insurance (D&O) is under budget \$488.
 - Meeting expenses are \$1,942 under budget from miscellaneous meetings and mileage reimbursement.
 - Office Supplies are \$556 under budget.
 - Postage is \$1,729 under budget.
 - Legal & Accounting is \$1,132 over budget from legal fees.
 - Telephone/Wireless equipment is \$875 under budget

- Marketing Expenses are \$1,314 over budget due to the following:
 - Advertising is under budget \$741 for Leisure Travel.
 - Film Recruitment is under budget \$1,000.
 - Opportunity is under budget \$1,655 from Sports Recruitment and Grants.
 - Publicity is over budget \$8,104 from the additional \$8,000 that was approved to be paid out of carryover funds for the "Voices of Montana" (MLHA PR Campaign).
 - Sales expense is over \$1,335 in Site Visits from the Chevy Nomad Group and the Outdoor Writers Association of America (OWAA).
 - Tradeshows/Conventions is over budget \$2,790 from attending the Small Market Meetings convention.
 - Visitor Information Center is over budget \$529 from volunteer expenses and items purchased for retail.
 - Website Expenses are under budget \$8,428 due to timing of when work is performed and necessary.

MARKETING & SALES PACE REPORT

GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	%To Goal
Groups	15	9			24	27	89%
Room Nights	3,940	5,325			9,265	21,000	44%

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	10,639	7,096	8,284	9,155	7,812							56,554

STAKEHOLDER SURVEY

2010-2011	2011-2012	2012-2013	2013-2014*
66%	83%	87%	90%

*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	-3.9	-2.3	-2.9	20.3	-2.0	-7.9	-2.9	-5.2	-10.1	-2.6		-1.9

YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2013	2012
Billings, MT	66.5%	70.0%
Montana	60.0%	61.1%
United States	63.4%	62.5%
Bozeman, MT	66.5%	64.4%
Missoula, MT	59.4%	57.5%
Rapid City, SD	59.3%	60.3%
Sioux Falls, SD	66.3%	64.0%
Bismarck, ND	75.0%	77.3%
Boise, ID	68.0%	65.1%
Madison, WI	67.2%	65.0%
Helena, MT	58.2%	58.6%
Great Falls, MT	59.6%	62.7%

CURRENT MONTH OCCUPANCY

NOVEMBER		
LOCATION	2013	2012
Billings, MT	51.7%	55.2%
Montana	44.1%	44.5%
United States	57.4%	56.3%
Bozeman, MT	47.4%	43.5%
Missoula, MT	41.8%	43.7%
Rapid City, SD	38.1%	36.9%
Sioux Falls, SD	57.4%	52.9%
Bismarck, ND	65.8%	64.0%
Boise, ID	56.8%	57.6%
Madison, WI	56.1%	56.6%
Helena, MT	44.1%	46.5%
Great Falls, MT	52.4%	52.3%

**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
MT Petroleum Association	LR	CVB-P	25	Aug-13	O	CP	\$ 5,625	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
MT Dakota Utilities	LR	CVB-S	(55)	Jul-13	O	N/A	\$ (12,375)	Q1
District Assembly	LR	CVB-S	(75)	Jul-13	O	N/A	\$ (16,875)	Q1
German Wrestlers	LR	CVB-S	(17)	Jul-13	SP	N/A	\$ (3,825)	Q1
MT Energy Day @ MontanaFair	LR	CVB-P		Aug-13	O	N/A	\$ -	Q1
Kercher Fmly Reun	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. Hsing	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
Red Hat Society	LR	CVB-S	(250)	Aug-13	O	N/A	\$ (56,250)	Q1
Wedding	LR	CVB-S	(15)	Aug-13	O	N/A	\$ (3,375)	Q1
Global Trvl Alliance	LR	CVB-S	(25)	Aug-13	O	N/A	\$ (5,625)	Q1
LDS Church	LR	CVB-S	(300)	Aug-13	O	N/A	\$ (67,500)	Q1
15th Annual Tribal Historic Pres. Conf.	LR	CVB-S	(150)	Aug-13	O	N/A	\$ (33,750)	Q1
MT T-Bone Classic	SR	CVB	150	Sep-13	O	NH	\$ 33,750	Q1
USTA/MTA Tourn.	LR	CVB-P	150	Oct-13	SP	ALL	\$ 33,750	Q1
ExxonMobil	LR	CVB-S	(22)	Sep-13	O	N/A	\$ (4,950)	Q1
Black Lung Conv.		CVB-S	(150)	Sep-13	O	N/A	\$ (33,750)	Q1
Billings Clinic	LR	CVB-S	(150)	Sep-13	O	N/A	\$ (33,750)	Q1
Family Reunion	LR	CVB-S	(15)	Sep-13	O	N/A	\$ (3,375)	Q1

Young Prof. Group	LR	CVB-S	(18)	Sep-13	O	N/A	\$ (4,050)	Q1
Spotlight Dance Competition	NR	CVB-P	100	Mar-14	O	HIGM	\$ 22,500	Q1
Montana Meat Processors Assoc.	LR	CVB	450	Sep-15	O	TBD	\$ 101,250	Q1
Aflac Regional Mtg	SR	CVB	300	Jan-14	O	BHR	\$ 67,500	Q1
NILE Cattle Drive	LR	CVB-P		Oct-13	O	TBD	\$ -	Q1
Q1 BOOKED EVENTS		15		Q1 ROOM NIGHTS			3,940	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Southern Classic B-Ball Tourn.	LR	CVB-P	450	Dec-13	SP	ALL	\$ 101,250	Q2
MT State Hockey HS Championships	LR	CVB	480	Spring 2014	SP	N/A	\$ 108,000	Q2
2014 Nat'l Indian Health Brd Tribal Pub. Health Sum.	NR	CVB-P	1200	Mar-14	O	HIGM	\$ 270,000	Q2
Riverstone Health	LR	CVB-S	(100)	Oct-13	O	N/A	\$ (22,500)	Q2
Dept. Of Revenue	LR	CVB-S	(200)	Oct-13	O	N/A	\$ (45,000)	Q2
SEMT Board	LR	CVB-S	(30)	Oct-13	O	N/A	\$ (6,750)	Q2
MT Reading Cncl	LR	CVB-S	(500)	Oct-13	O	N/A	\$ (112,500)	Q2
Frst Baptist Church	LR	CVB-S	(100)	Oct-13	O	N/A	\$ (22,500)	Q2
NW Energy	LR	CVB-S	(40)	Nov-13	O	N/A	\$ (9,000)	Q2
All-American NDN Invitational	LR	CVB	80	Dec-13	O	BHCC	\$ 18,000	Q2
MT Aviation Conf.	LR	CVB-P	1200	Feb-14	O	HIGM, BHCC	\$ 270,000	Q2
Not In Our Town	LR	CVB-P	100	Jun-14	O	CP,NH,BWCT	\$ 22,500	Q2
Bike/Walk Summit	LR	CVB	215	Mar-14	O	BHCC	\$ 48,375	Q2
Magic City Soccer	LR	CVB-P	1000	May-15	CW SP	ALL	\$ 225,000	Q2
AAU Grand Nationals Wrestling	LR	CVB	600	June (Indefinitely)	SP	TBD	\$ 135,000	Q2
MT Stockgrowers	LR	CVB-S	(300)	Dec-13	O	HIGM	\$ (67,500)	Q2
Q2 BOOKED EVENTS		9		Q2 ROOM NIGHTS			5,325	
TOTAL BOOKINGS		TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT			
24		9,265			\$ 2,084,625			

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 Assoc	TS	CVB	1800	2015	CW	TBD	\$ 405,000	FY 12/13 Q3
Swing Dnce 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 Sprts Grp	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
Winning Touch	NR	CVB	900	Jul-15 (Oct-13)	O	TBD	\$ 202,500	Q1
NAIA 2015/2016 Wmn's Nat'l Chmp.	LR	CVB	1400	Oct-13 (Dec-13)	SP	TBD	\$ 315,000	Q1
2014 Bureau of Indian Affairs Mtng – Tribal Leaders	NR	CVB	300	Jul-14	O	CP, HIGM	\$ 67,500	Q2
GNAC 2015 Men's & Wmns Nat'l Championship	LR	CVB	600	Mar-15 (Jan-14)	CW SP	CP/BHCC	\$ 135,000	Q2

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/FAM TOURS

NAME	ROOM NIGHTS	YEAR	ACTION	QTR. TOURED	ECONOMIC IMPACT
International NOMAD Assoc.	5	Sep-13	Site Tour Complete	1 FY 2013	\$ 1,125
Christian Motorcycle Assoc.	2	Sep-13	Pending	1 FY 2013	\$ 450
NAIA Representatives		Nov-13	Pending	2 FY 2013	\$ -
OWAA	5	Nov-13	Pending	2 FY 2013	\$ 1,125



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
Community Banking Conference	Air Fare Too High	May-14	N/A
2015, 2016 & 2017 NCAA Division II Women's Volleyball Nat'l Championships	N/A- Find out Dec.2013	Dec-15 Dec-16 Dec-17	N/A
2015, 2016 & 2017 NCAA Division II Men's and Women's X-C Reg. Champ.	N/A- Find out Dec.2013	Spring 2015, 2016, & 2017	N/A
2016 & 2017 NCAA Division II Men's and Women's X-C Nat'l Championships	N/A- Find out Dec.2014	Spring 2015, 2016, & 2017	N/A
Military Reunion	Chose a different location	Sep-13	Crowne Plaza, San Diego, CA
Int'l NOMAD Assoc.	Billings lost by one vote; Full buffet incl. in room rate	Sep-14	Albuquerque, NM

CANCELLED BUSINESS

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
Brewery Tour	September and October- Regional Value Season Campaign Promoting the Walking Brewery Tour
Mingle Bells	November and December- Leisure Holiday Campaign Promoting Shopping, Eating, and Staying in Billings

EVENTS ATTENDED			
NAME	LOCATION	STAFF	REASON
Institute	Los Angeles, CA	AT	Professional Devel.
Northwest Regional Tribal Headstart Convention	Spokane, WA	TK	Attendance Building
Connect Marketplace	Milwaukee, WI	TK	Tradeshow
State Treasurer's Association	Fairmont, MT	TK	Attendance Building
Connect Sports	Milwaukee, WI	CF	Tradeshow
Regions/CVB's Meeting	Helena, MT	AT	State Updates
Small Markets Meeting	Sioux Falls, SD	SW	Tradeshow
Tourism Advisory Council Meeting	Glasgow, MT	AT, JB	State Updates

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

