



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

**BOARD OF DIRECTORS MEETING
FEBRUARY 13, 2014
CHAMBER/CVB BOARD ROOM – 9:00 AM**

- I. Call to Order – Steve Wahrlich.....9:00

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

- III. Approval of January 9, 2014 Board Minutes - pages 2-3.....ACTION

- IV. Approval of January Financial & Variance Reports- M. Stevenson pages 4-5.....ACTION

- V. Old Business.....9:05-9:40
 - a. MetraPark Tournament Bids-S. Wahrlich.....ACTION
 - b. Sports Update- C. Frye.....9:15-9:40

- VI. New Business.....9:40-9:55
 - a. Visit Billings Discussion- S. Wahrlich.....9:40-9:50
 - b. City Visit and Leadership Exchange to Sioux Falls, SD- S. Wahrlich.....9:50-9:55

- VII. Marketing/PACE Update- pages 6-13.....9:55-10:00
 - a. Staff Updates- A. Tyson, K. McCandless and C. Helmer

- VIII. Adjournment

Future Meeting Dates:

March 13, 2014- March TBID Board Meeting
April 10, 2014- April TBID Board Meeting
May 8, 2014- May TBID Board Meeting

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



TBID BOARD OF DIRECTORS MINUTES – January 9, 2014

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

Board Members Absent: None

Ex-Officio member Present: None

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

Others Present: None

Call to Order

Shelli Mann called the meeting to order at 9:05 a.m. in the Billings Chamber/CVB Board Room.

Public Comment

None.

Approval of Board Minutes

Request for a motion to approve the December 12, 2013 Board Minutes.

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

Approval of Financial and Variance Report

Request for a motion to approve the December Financial and Variance Reports

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

Request for a motion to accept the TBID Financials as presented by the accountant, Matt Schafer

MOTION: Ron motioned to accept the TBID Financials as presented; Ben seconded; Motion carried

Old Business

2014 Leisure Campaigns Presentation-Kelly McCandless presented an update to the board regarding the current and upcoming 2013-2014 Leisure Campaigns. The RFP for photography was awarded to KOMPOSITION, photographer Tim Struck. Coordination completed by A|D Creative Group. All of the photos are owned by the Billings CVB/TBID for use in all promotional applications.

2013 wrap up includes the Brewery Tour Promotion, Facebook Small Business Marketing Assistance/Training Program, Mingle Bells, and MTOT Co-Op Marketing, which includes TripAdvisor, National Geographic Traveler and Key Market Warm Season Bus Wraps. The Facebook Small Business Marketing Assistance/Training Program grew the Visit Billings page by 1700 new likes. The CVB staff is going to spend more time with A|D Creative to make the Mingle Bells Campaign bigger and better for next year.

2014 Outlook includes a National, Regional and International outreach campaign called "Fly to Big Sky Country and Play Among the Stars." This targets baby boomers and is done through print, online, mobile, e-newsletters, editorial, re-targeting, geographic targeting, real-time data, travel sites, cost per click advertising, and social media sharing. Two sites the campaign is advertised on are The Roaming Boomers and Dream Plan Go. The CVB placed advertisements with Roaming Boomers last year. Dream Plan Go writes the content for the site; it's an editorial piece designed to help travelers plan their trip.



There is an official announcement for BMW on January 20, 2014. Advertisements secured for February, March and June issues of BMW's official publication. A custom BMW landing page established and will go live after the rally announcement. The page will evolve into a motorcycle enthusiasts landing page once BMW has passed. Additional loop tour maps printed in preparation for inquiries, and additional promotion will occur after the 2014 Rally, per the clients' request.

2014 Outlook also includes a comprehensive overhaul of VisitBillings.com. The content and strategy will get a refresh, including graphic enhancement of existing site, functionality (load time, SEO, mapping/site search), additional translations (German and Italian), trip planning tools (Billings Bucket List/geographic mapping tool), and structure built for "big picture" plans next fiscal year.

MetraPark Sports Financials- Financials were sent to the Advisory Board. MetraPark didn't state the TBID covered CIP; listed it as a contribution. Alex suggested the TBID Board request a financial recap and have MetraPark redo the statement, properly showing that TBID paid the CIP.

In the process of booking 2016 bids; looking at wrestling, class AA boys and girls, and class A boys and girls.

Shelli thinks the Board should continue to fund wrestling, but abstain from funding basketball in 2016. LaReil, Ginny and Steve all agreed. The Board will discuss basketball funding in more detail at the next meeting.

New Business

MHSA Bids- In October, the District wants to try and bring a soccer tournament to Billings, instead of having it in Helena. This would bring about 1,000 people to Billings. Mark Wahl, Athletic Director for School District 2, will contact the high schools in Billings. They need help with funding for this event.

Hotels will submit their bids independently for the Annual Convention.

Marketing/PACE Update

Had a great prospect for the CVB Sales Manager but he took a job with the Northern. Billings lost the bid for the Chevy Nomad group to Albuquerque, New Mexico, by one point.

Additional Discussion- Great Falls offered \$25,000 to Allegiant for a flight to Honolulu, Hawaii. Opportunity for the TBID to do a two page business quarterly spread in LiNK where they can inform stakeholders and business owners of the Board's successes, etc., and what is in store for the future. It would cost \$500 per issue. The Board unanimously approved that the TBID would pay the Chamber of Commerce \$500 per issue for a space in LiNK.

A discussion ensued regarding a name change from Billings Convention and Visitors Bureau, to Visit Billings. The group will discuss a potential name change at the February meeting. A change would clear up confusion and help with politics.

Ron asked if Living in Art was still happening. Installation of the art is the hurdle keeping this project from moving forward.

At the upcoming YCLA meeting, Voices of Tourism is speaking.

Meeting adjourned at 10:05 a.m.

Submitted by Caitlin Helmer

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

January 2014

	CURRENT MONTH		YEAR TO DATE		2013-14 Annual Budget	LAST YEAR	
	Actual	Budget	Jan 2014 Actual	Jan 2014 Budget		Jan 2013 Actual	
	Income						
	4001100 · TBID Assessments	410,682.24	416,630.00	859,051.94	865,000.00	865,000.00	848,199.72
4001500 · Miscellaneous Income	200.88	-	3,983.85	-	-	1,065.71	
Carryover from 2012-2013	-	-	-	-	91,343.00	-	
Total Income	410,883.12	416,630.00	863,035.79	865,000.00	956,343.00	849,265.43	
Expense							
5001000 · Staff Expenses							
5007000 · Wages	11,325.75	14,544.00	99,281.00	106,166.50	182,051.00	99,240.37	
5007100 · FICA Expense	854.23	1,112.62	7,374.90	8,118.22	13,920.00	8,536.07	
5007200 · Unemployment Expense	316.17	267.45	1,125.92	1,604.75	2,942.00	1,196.34	
5007400 · Health & Accident Expense	482.00	2,790.00	7,516.57	17,124.00	31,074.00	10,814.13	
5007500 · Retirement Expense	956.80	798.21	6,167.51	5,027.65	8,394.00	5,096.19	
5007700 · Workers Compensation Expense	87.50	97.50	715.50	674.50	1,162.00	861.00	
5007800 · Staff Employment Expense	-	-	829.00	-	-	-	
Total 5001000 · Staff Expenses	14,022.45	19,609.78	123,010.40	138,715.62	239,543.00	125,744.10	
5009000 · Administrative Expenses							
5009200 · Computers	290.00	250.00	4,161.30	3,950.00	7,200.00	867.33	
5009300 · Equipment & Repair Expense	162.88	250.00	1,332.80	1,750.00	3,000.00	525.79	
5009500 · Liability Insurance	-	-	2,062.00	2,550.00	2,550.00	2,062.00	
5009600 · Meeting Expenses	378.94	750.00	1,612.29	3,925.00	8,300.00	4,109.46	
5009650 · Newsletter Expenses	500.00	500.00	500.00	500.00	3,500.00	-	
5009700 · Office Supplies	222.74	200.00	1,191.62	1,725.00	2,925.00	1,577.62	
5009750 · Postage	39.96	200.00	611.01	2,500.00	8,200.00	1,417.44	
5009800 · Professional Training	-	-	3,634.65	2,700.00	11,000.00	8,847.40	
5009850 · Legal and Accounting	4,229.00	5,500.00	7,960.50	8,100.00	9,200.00	5,170.00	
5009900 · Telephone/Wireless Equipment	139.96	250.00	764.88	1,750.00	3,000.00	815.41	
Total 5009000 · Administrative Expenses	5,963.48	7,900.00	23,831.05	29,450.00	58,875.00	25,392.45	
5150000 · Marketing Expenses							
5151000 · Advertising	28,107.73	26,000.00	169,367.09	168,000.00	302,000.00	156,207.75	
5151500 · Film Recruitment	-	-	-	1,000.00	2,000.00	2,190.68	
5152000 · Opportunity	-	-	17,845.14	19,500.00	88,000.00	30,557.65	
5152500 · Printed Materials	574.44	625.00	9,629.76	9,300.00	53,500.00	28,089.36	
5153000 · Publicity	2,500.00	450.00	14,853.71	4,700.00	15,000.00	16,887.74	
5154000 · Sales Expenses	4,044.90	5,500.00	35,979.79	36,100.00	114,000.00	37,743.77	
5155000 · Tradeshows/Conventions	920.00	800.00	11,285.00	8,375.00	44,525.00	29,838.56	
5156000 · Visitor Information Center	15.96	-	1,894.49	1,350.00	3,000.00	1,014.43	
5156500 · Web Site	2,400.05	2,900.00	13,222.15	22,150.00	35,900.00	25,542.85	
Total 5150000 · Marketing Expenses	38,563.08	36,275.00	274,077.13	270,475.00	657,925.00	328,072.79	
Total Expense	58,549.01	63,784.78	420,918.58	438,640.62	956,343.00	479,209.34	
	<u>352,334.11</u>	<u>352,845.22</u>	<u>442,117.21</u>	<u>426,359.38</u>	<u>0.00</u>	<u>370,056.09</u>	
		Cash	Current Month	Last Month	Last Year		
		Unrestricted	569,768	217,298	516,210		
		Restricted	100,000	100,000	75,000		
		Total Cash	<u>669,768</u>	<u>317,298</u>	<u>591,210</u>		



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of January 31, 2014

Year to date revenue over expenses is \$15,758 over budget.

Year to date revenue is \$1,964 under budget.

- TBID Assessments are \$5,948 under budget.
- Miscellaneous Income is \$3,984 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 \$17,722 under budget.

- Staff Expenses are \$15,705 under budget due to staffing changes and an employee not participating in the health insurance as budgeted.
- Administrative Expenses are \$5,619 under budget.
 - Liability Insurance (D&O) is under budget \$488.
 - Meeting expenses are \$2,313 under budget from miscellaneous meetings and mileage reimbursement.
 - Office Supplies are \$533 under budget.
 - Postage is \$1,889 under budget.
 - Telephone/Wireless equipment is \$985 under budget
- Marketing Expenses are \$3,602 over budget due to the following:
 - Advertising is over budget \$1,367 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 \$10,154 from the additional \$8,000 that was approved to be paid out of carryover funds for the "Voices of Montana" (MLHA PR Campaign) and a \$2,500 sponsorship for the Governor's Conference.
 - Tradeshows/Conventions is over budget \$2,910 from attending the Small Market Meetings convention.
 - Visitor Information Center is over budget \$544 from volunteer expenses and items purchased for retail.
 - Website Expenses are under budget \$8,928 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	10	7		32	27	119%
Room Nights	3,940	7,325	10,290		21,555	21,000	103%

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	11,698						68,252

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	5.8	-1.5

YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2013	2012
Billings, MT	64.9%	68.1%
Montana	58.1%	59.2%
United States	62.3%	61.3%
Bozeman, MT	64.3%	62.5%
Missoula, MT	57.4%	55.5%
Rapid City, SD	57.3%	58.2%
Sioux Falls, SD	64.7%	62.5%
Bismarck, ND	73.0%	75.3%
Boise, ID	66.2%	63.7%
Madison, WI	65.1%	63.0%
Helena, MT	56.2%	56.7%
Great Falls, MT	57.8%	61.2%

CURRENT MONTH OCCUPANCY

DECEMBER		
LOCATION	2013	2012
Billings, MT	48.1%	47.3%
Montana	37.3%	37.8%
United States	50.2%	48.9%
Bozeman, MT	41.5%	42.3%
Missoula, MT	35.6%	33.5%
Rapid City, SD	38.0%	36.4%
Sioux Falls, SD	47.6%	46.7%
Bismarck, ND	51.9%	54.2%
Boise, ID	47.9%	47.8%
Madison, WI	43.1%	42.1%
Helena, MT	34.2%	35.8%
Great Falls, MT	38.4%	45.5%

**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 Assoc.	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
Montana 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 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
Ntve 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
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	BHR	\$ 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
Depart. 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
First BaptistChurch	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	CWSP	ALL	\$ 225,000	Q2
AAU Grand Nationals Wrestling	LR	CVB	600	June (Indef)	SP	TBD	\$ 135,000	Q2
MT Stockgrowers	LR	CVB-S	(300)	Dec-13	O	HIGM	\$ (67,500)	Q2
NCAA 2014 & 2016 X-Cntry Regional Chmp.	P	CVB	2000	Nov-14 Nov-16	CWSP	ALL	\$ 450,000	Q2
Q2 BOOKED EVENTS		10		Q2 ROOM NIGHTS			7,325	

NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Montana Mfg Conf.	SR	CVB-P	360	Oct-14	O	HIGM	\$ 81,000	Q3
Montana State Cup Soccer Tourn.	LR	CVB-P	2500	Jun-14	CWSP	ALL	\$ 562,500	Q3
Outdoor Writers Assoc. of America	LR	CVB	1300	Jul-16	O	HIGM	\$ 292,500	Q3
GNAC 2015 Men's & Women's Nat'l Championships	P	CVB	600	Mar-14	CWSP	CP/BHCC	\$ 135,000	Q3
MSU-B Tennis Pod Matches	LR	CVB	30	Apr-14	SP	CP	\$ 6,750	Q3
Reg. Soccer Tourn (To be named)	LR	CVB-P	1500	Jul-14	CWSP	ALL	\$ 337,500	Q3
All Class Wrestling	SR	CVB-P	4000	Feb-14	CWSP	ALL	\$ 900,000	Q3
Q3 BOOKED EVENTS		7		Q3 ROOM NIGHTS			10,290	
TOTAL BOOKINGS			TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT		
32			21,555			\$ 4,849,875		

PENDING BIDS/RFP'S								
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
Christian Motorcycle Assoc.	TS	CVB	1800	2015	CW	TBD	\$ 405,000	FY 12/13 Q3
Swing Dance Grp	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
Winning Touch	NR	CVB	900	Jul-15 (Oct-13)	O	TBD	\$ 202,500	Q1
2014 Bureau of Indian Affairs Mtng – Tribal Leaders	NR	CVB	300	Jul-14	O	CP, HIGM	\$ 67,500	Q2
Women's BBall DII West Reg Chmp.	LR	CVB-P		Mar-14	CWSP	TBD	\$ -	Q3
Farmhouse Frat.	NR	CVB	60	Sep-14	O	TBD	\$ 13,500	Q3
Women of Faith	NR	CVB		2015	O	TBD	\$ -	Q3

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, SD, CA
Int'l NOMAD Assoc.	Billings lost by one vote; Full buffet incl. in rm rate	Sep-14	ABQ, NM
NAIA 2015/2016 Wmn's Nat'l Champ.	Blgs not an NAIA city; Chose central location	Oct-13 (Dec-13)	Independence, MO

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
National Boomer Campaign- "Fly to Big Sky Country and Play Among the Stars"	National and Regional Promotion with dual giveaways; airline tickets (national) and overnight stays (regional)

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

