



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
MAY 8, 2014

BILLINGS CHAMBER BOARD ROOM – 8:30 AM

Other than the meeting starting time, any time listed is approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda.

- I. Call to Order – Steve Wahrlich...8:30
II. Public Comment on Items Not on the Agenda
(Comments limited to 3 minutes per speaker)
III. Approval of April 10, 2014 Board Minutes -pages 2-5...ACTION
IV. Approval of April Financial & Variance Reports- M. Stevenson pages 6-7...ACTION
V. Old Business...8:35-8:50
a. Budget and Marketing Plan FY15- A. Tyson...ACTION
b. Not In Our Town- S. Wahrlich...8:45-8:50
VI. New Business
a. Visit Billings Staff- A. Tyson...8:50-8:55
i. Vicki-Lynn Terpstra, Visit Billings Sales Manager
b. Administrative Offset- J. Brewer...ACTION
c. Sioux Falls Trip Review- S. Wahrlich...9:10-9:25
VII. Marketing/PACE Update- pages 8-15...9:25-9:30
a. Staff Updates- A. Tyson
VIII. Adjournment

Future Meeting Dates:

June 12, 2014- June TBID Board Meeting

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



BOARD OF DIRECTORS MINUTES – April 10, 2014

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

Board Members Absent: Joyce Bratland

Ex-Officio member Present: None

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

Others Present: Louis Casino Riley, *Northern Hotel*

Call to Order

Steve Wahrlich called the meeting to order at 8:30 a.m. in the Billings Chamber and Visit Billings Board Room.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve the March 13, 2014 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 March Financial and Variance Reports

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

Old Business

Assessment Increase- Effective July 2014, the assessment fee for properties ranging from 7 to 59 rooms, will increase from \$1 to \$2. Steve received another letter from Greg Pekovich in response to the certified letter sent out stating once again that he strongly disagrees with the assessment fee increase.

Request for a motion to raise the assessment fee from \$1 to \$2 for all properties with 7-59 rooms, effective July, 2014

MOTION: Shelli motioned to increase the assessment fee; LaRell seconded; Motion carried

Ben abstained from voting on this motion to respect his property owner's opposition.

Ben gets a small push back from guests regarding the assessment fee; some feel there shouldn't be a fee at all. His pushback comes regardless of an increase or not.

Ron has received several questions about why the assessment fee doesn't go back down to \$1 for all properties after the convention center research went south. He answered that Billings will have many more rooms coming in the next 24 months, so we need to work to get those all filled.

Bozeman's assessment fee is based on zones; something Billings could look into doing, but it's hard to get accuracy and decipher proper zones compared to how it is currently done.

Raising the assessment fee from \$1 to \$2 for hotel properties with 7 to 59 rooms will increase revenue for the TBID by about \$175,000 (approximately 17 hotels in that range).

The biggest reason for the assessment fee increase is to provide Billings with the necessary funds and tools to fill the new hotel rooms that will open in the next few months to a year.

Alex and Caitlin will send out a certified letter to Stakeholders informing them of the assessment fee increase. It will be sent out exactly how it was done when the Board notified the larger properties, and will follow protocols per the city.

Bylaws- No official action taken on this item.

City of Billings wants the TBID Board to change their bylaws so it coincides with the other city boards; follow a calendar year of January to December.

A discussion ensued about keeping the Board member whose term is up, for an additional 6 months when the calendar year is switched. The Board is going to extend the term for the member to adjust for the new calendar year change. Should limits be placed on the number of terms? Ginny thinks no since there are a limited number of large hotels. Shelli would speak in favor of term limits and how it can become ingrown and unhealthy; with that said, no other small properties will step up and join the Board, posing an issue. The current set up states that if there are no stakeholders willing to represent their property size, then it is opened up for any property size to apply for their spot. If no stakeholders with 71 rooms and under step up to represent, this can inhibit representation from the smaller hotels, creating an imbalance. While room size is not mandated and cast in concrete, the Board tries to stick to it so they can keep proper balance.

Alex discussed and stressed the importance of equal representation among property sizes. When the Visit Billings team targets leisure or sports markets, they need the Board, and all property sizes, to understand the importance of these various sized groups and markets.

The Board discussed the possibility of moving the lower property size from 71 to 89 rooms. This would impact roughly 5-6 more properties. The Board talked about taking this to YCLA and discussing the advantages and disadvantages of making this change; it could get heavy on the small end, and lessen the mid-market range. They noted that the big properties are 160 rooms and greater. The Mayor weighs heavily on YCLA and their recommendations, and then usually appoints a board member based on that.

Visit Billings Logo- The new logo is in place, but is not that much different. It supports and best represents what Visit Billings is already doing, and fits fluidly in current materials. Visit Billings just wants people to know what they are doing; simplifying things.

Governor's Conference- Great pre-conference events on Sunday. Starting at 2:30 p.m., there is a tour of Swords Rimrock Park showcasing this travel perk, and how this amenity serves quality of life. Series of other tours including Trailhead spirits, Überbrew and Western Heritage Center. Welcome reception that evening from 7-10 p.m. at the Northern Hotel. Monday night is the Awards Banquet; Billings is up for most friendly film community and SEMT is up for two awards.

Hotel Voucher- Starting April 15, vouchers will be sent out with the visitor guide requests. Alex will speak with Stakeholders next week. The landing page on visitbillings.com will serve for both consumers and participating hotels. Participating properties will have a green check mark next to their name on the stay here tab. The voucher is good for \$20 off guests stay; needed to make it significant enough that people would use it. TBID is reimbursing properties. The voucher will allow Visit Billings to test the ROI from sending out such large quantities of guides. The vouchers will be sent up until June 30, 2014, however they can continue to be used for months afterwards.

MetraPark Letter of Thanks- MetraPark read the letter and thanked the organization for sponsoring the hospitality rooms. The letter of thanks was only briefly touched; Commissioner Kennedy made the amendment to give control of concession prices to MetraPark staff, so discussion was focused primarily there.

New Business

Cape Air Partnership Discussion- Last week, Kelly met with Erin, Cape Air's Marketing Director, to see how Visit Billings can help them promote their idea to make a package with Magic City Blues Festival to provide discounts for the event. Cape Air is advertising Billings as a destination in all five of their markets to get people on the flights to Billings; working to recruit sales for the seats for Magic City Blues Festival and MontanaFair. The plan is to work with heights and downtown properties to provide incentives and arrange transportation. Erin wants to know if properties and/or the TBID would be interested in helping facilitate guests, and what they would do to make this package appealing for travelers. The main issues are getting participants and how to package the incentives.

The Board discussed if it is worth supplementing this project. Cape Air seats 7-8 people per flight, which can translate into roughly 150 or so room nights. As an individual property, Shelli would work with Cape Air to provide a discount, but as a TBID member, she doesn't know if she can justify providing transportation from a west end property. Tim with Magic City Blues Fest is going to submit a grant application; the Board discussed the possibility that he use some of those funds to supply transportation. They also discussed that instead of giving him money, they look for a better way to provide transportation and what to do with parking and cars.

The Board deliberated that it may be better for interested individual properties to work with Cape Air, instead of TBID supplementing this. Kelly will have Erin work with Tim on a grant application for Blues Fest and Cape Air. Kelly will arrange a meeting inviting properties to come discuss their incentives.

Additional side notes- Allegiant is going to look at reverse marketing out of Vegas, where it will say something along the lines of "It's hot here, get out and head to Billings, Montana". Alex just spoke to them about this and will find out more information.

Bozeman approved their Sportsplex; about \$9.7 million with 22 fields.

Marketing/PACE Update

Marketing Plan and Budget- Alex has to submit her information by April 30, 2014. Kelly and Alex are looking at what leisure items they are interested in taking on; possibly Airport takeover. For Billings to really have an impact we need to look at doing some things on our own; not getting the proper exposure with the MTOT bus wraps. SEMT and Montana are getting the main attention.

Alex asked if the Board has any interest in upping their grant dollars. Look into increasing the \$30,000, or make it less, so that they can budget for it accordingly, or have it increased proportionally to how the budget grows.

Mike marsh would like to have a city wide code of AMA. They are just calling individual properties on their own.

Vicki-Lynn Terpstra is going to start on April 30. Will be at the May 8 Board meeting. The leisure market will be added to her job too.

Marketing of the State- The state is proposing again to take the \$1 million they get from bed tax and split it between 15 CVB's in the state. Steve is wondering if the CVB's came back to the state and said that they believe marketing of the state is important in the international market; instead of putting that money back to CVB's, use it to market and advertise to the international market. If this were to happen, Billings would lose funds upwards of about \$100,000. Steve suggested that the CVB's make a big statement to legislatures that they are willing to use that \$1 million as a whole. However, there are concerns with doing this, especially if the Billings TBID isn't renewed.

Visit Billings Website- New website launched; improved functionality. All of the same tools and information there, it is just prettier and has new imagery.

Boomer Campaign- The height of it is winding down. Evaluation: Wanted to get the engagement up. Goal was to bring people to the site and keep them on it. Results:

- Boomer was accounted for over 20% of website views
- Landing page has an average view time of over 2 minutes
- Bounce rate of 1%
- Campaign has reduced average bounce rate of the site by almost 50%
- E-news letters are performing well.
- Just under 4,000 entries to win the airline tickets
- Increased engagement and likes on Facebook as a result of the time square video

TBID spread is on page 10-11 in Link Magazine; showcases what the TBID is doing. The next issue will come out in June.

Visit Billings is on the back of the cover for Horizon magazine (rack rate in Times Square for the ad is valued at \$90,000. Kelly got it for \$12,000). People are seeing Billings out there and calling for them to be in their publications.

Red Lodge just became a CVB (looking at doing some partnerships with them), as well as Red Lodge Mountain. When Billings determines what their placements and marketing strategies are, Red Lodge will look at making a partnership to have both cities ads run and coincide with one another. Red Lodge is happy with Billings Gateway to Yellowstone ads.

Additional Notes- the Chamber and Visit Billings are sending out an RFP for the upgrade and redesign of the Chamber logo; CVB needs to come off the bottom. Looking at possibly having the Chamber, Visit Billings and SEMT on the wall in the conference room.

New Montana guide; they pulled all the listings last year, and made it purely inspirational. This year they did two guides and did a listings guide, and an inspirational guide.

Steve had a meeting with Chuck Tooley and discussed an opportunity that could occur with Not In Our Town. NIOT is going to get a fair amount of press for the city, and one of the thoughts is to help them craft the message for Billings. Steve asked Chuck if he would be interested in that if the TBID were to give them some money. The point would be for the TBID to have the ability to control the message as Visit Billings. This could give Billings' great exposure and the chance to craft a message/advertisement of Billings for National Publicity; present Billings in a positive manner. The money would come from publicity dollars. Steve asked the Board what they think about this opportunity. If the Board can control that message, does it make sense for them to proceed? LaRell thinks it should be discussed more. Ron said could they could be crossing that fine line and moving away from "putting heads in beds", and moving more towards a political movement. There are multiple ways to argue this because it wouldn't be within the formula. Steve looks at it as purely PR and National exposure for Billings; has nothing to do with taking a political stance. He will give the board an update in May.

Staff Updates- Alex, Steve and Nick went to the International Pow Wow (IPW) in Chicago, IL; Adventure travel is really starting to catch on. Billings went and was represented with MTOT at the conference.

Meeting adjourned at 10:25 a.m.
Submitted by Caitlin Helmer

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

April 2014

	CURRENT MONTH		YEAR TO DATE		2013-14 Annual Budget	LAST YEAR
	Acutal	Budget	Apr 2014	Apr 2014		Apr 2013
			Actual	Budget		Actual
Income						
4001100 · TBID Assessments	42,284.00	-	901,335.94	865,000.00	865,000.00	878,628.00
4001500 · Miscellaneous Income	138.25	-	4,977.25	-	-	2,035.42
Carryover from 2012-2013	-	-	-	-	91,343.00	-
Total Income	42,422.25	0.00	906,313.19	865,000.00	956,343.00	880,663.42
Expense						
5001000 · Staff Expenses						
5007000 · Wages	11,325.75	14,544.00	133,658.25	150,798.50	182,051.00	142,461.18
5007100 · FICA Expense	854.24	1,112.62	9,968.22	11,532.58	13,920.00	11,667.35
5007200 · Unemployment Expense	120.83	267.45	1,811.49	2,407.10	2,942.00	2,377.63
5007400 · Health & Accident Expense	482.00	2,790.00	8,962.57	25,494.00	31,074.00	15,376.14
5007500 · Retirement Expense	870.32	798.21	8,486.93	7,109.78	8,394.00	7,437.38
5007700 · Workers Compensation Expense	87.50	97.50	978.00	967.00	1,162.00	1,230.00
5007800 · Staff Employment Expense	-	-	2,007.00	-	-	-
Total 5001000 · Staff Expenses	13,740.64	19,609.78	165,872.46	198,308.96	239,543.00	180,549.68
5009000 · Administrative Expenses						
5009200 · Computers	245.00	250.00	4,896.30	5,700.00	7,200.00	3,322.13
5009300 · Equipment & Repair Expense	158.85	250.00	1,829.84	2,500.00	3,000.00	728.71
5009500 · Liability Insurance	-	-	2,062.00	2,550.00	2,550.00	2,062.00
5009600 · Meeting Expenses	818.92	1,525.00	2,706.74	6,950.00	8,300.00	5,852.40
5009650 · Newsletter Expenses	-	-	1,360.71	3,500.00	3,500.00	-
5009700 · Office Supplies	137.89	200.00	1,687.58	2,525.00	2,925.00	1,742.62
5009750 · Postage	1,704.98	1,500.00	7,334.78	7,200.00	8,200.00	1,500.45
5009800 · Professional Training	-	1,500.00	3,634.65	4,500.00	11,000.00	9,482.89
5009850 · Legal and Accounting	-	-	8,440.50	8,650.00	9,200.00	7,762.50
5009900 · Telephone/Wireless Equipment	139.96	250.00	1,039.82	2,500.00	3,000.00	1,305.33
Total 5009000 · Administrative Expenses	3,205.60	5,475.00	34,992.92	46,575.00	58,875.00	33,759.03
5150000 · Marketing Expenses						
5151000 · Advertising	4,458.48	25,000.00	263,601.89	265,000.00	302,000.00	211,768.06
5151500 · Film Recruitment	-	-	-	2,000.00	2,000.00	2,190.68
5152000 · Opportunity	2,924.90	4,000.00	25,962.53	30,000.00	88,000.00	42,297.57
5152500 · Printed Materials	8,611.50	6,950.00	19,619.24	19,500.00	53,500.00	33,229.64
5153000 · Publicity	301.86	2,500.00	18,067.39	7,500.00	15,000.00	17,407.94
5154000 · Sales Expenses	13,878.21	14,000.00	104,519.04	106,000.00	114,000.00	91,838.57
5155000 · Tradeshow/Conventions	1,803.26	21,350.00	16,687.39	34,675.00	44,525.00	45,017.94
5156000 · Visitor Information Center	75.99	-	1,970.48	2,550.00	3,000.00	2,914.43
5156500 · Web Site	6,001.25	1,500.00	21,447.85	30,275.00	35,900.00	29,982.60
Total 5150000 · Marketing Expenses	38,055.45	75,300.00	471,875.81	497,500.00	657,925.00	476,647.43
Total Expense	55,001.69	100,384.78	672,741.19	742,383.96	956,343.00	690,956.14
	(12,579.44)	(100,384.78)	233,572.00	122,616.04	0.00	189,707.28
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	361,087	373,667	334,812	
		Restricted	100,000	100,000	75,000	
		Total Cash	461,087	473,667	409,812	



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of April 30, 2014

Year to date revenue over expenses is \$110,956 over budget.

Year to date revenue is \$41,313 over budget.

- TBID Assessments are \$36,336 over budget.
 - *Please note that 2 properties paid their 2nd half of assessments early. The assessments for 2nd half are usually received the first of July.*
- Miscellaneous Income is \$4,977 over budget from interest income, TBID sales, Midland Round Table sports hospitality donation, and reimbursement from the CVB for the VIC's payroll expenses (May 27th - Sept 3rd).

Year to date expenses are \$69,643 under budget.

- Staff Expenses are \$32,437 under budget due to staffing changes and an employee not participating in the health insurance as budgeted. *Savings from Staff Expenses will be used to offset increases in other items.*
- Administrative Expenses are \$11,582 under budget.
 - Computer Expense is under budget \$804.
 - Meeting expenses are \$4,243 under budget from miscellaneous meetings and employee mileage reimbursement.
 - Newsletter expenses are under budget \$2,139.
 - Office Supplies are \$837 under budget.
 - Professional Training is under budget \$865.
 - Telephone/Wireless equipment is \$1,460 under budget from employee cell phone reimbursement.
- Marketing Expenses are \$25,624 over budget due to the following:
 - Advertising is under budget \$1,398 from Meetings, Conventions & Sports.
 - Film Recruitment is under budget \$2,000.
 - Opportunity is under budget \$4,037 from Sports Recruitment, Grants and unknown Opportunities.
 - Publicity is over budget \$10,567 from the additional \$8,000 that was approved to be paid out of carryover funds for the "Voices of Montana" (MLHA PR Campaign), a \$2,500 Governor's Conference sponsorship, and \$2,500 in photos. *Savings from the Staff Expenses will be used to offset the increase in photo expense.*
 - Sales Expense is under budget \$1,481.
 - Tradeshow/Conventions is under budget \$17,988 from many tradeshow being cancelled.
 - Visitor Information Center is under budget \$580 from the VIC signage and brochures rack.
 - Website Expenses are under budget \$8,827 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	11	0	36	27	133%
Room Nights	3,940	7,325	17,200	0	28,465	21,000	136%

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	13,017	12,245	10,536			104,050

STAKEHOLDER SURVEY

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

*Goal-actual number unknown

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	1.8	-3.9	-2.3	-2.9	20.3	-2.0	-7.9	-2.9	-5.2	-10.1	-2.6	5.7	-1.7

ROOM DEMAND- REPORTED ON CALENDAR YEAR 2014

	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	5.3	8.2	10.5										8.3

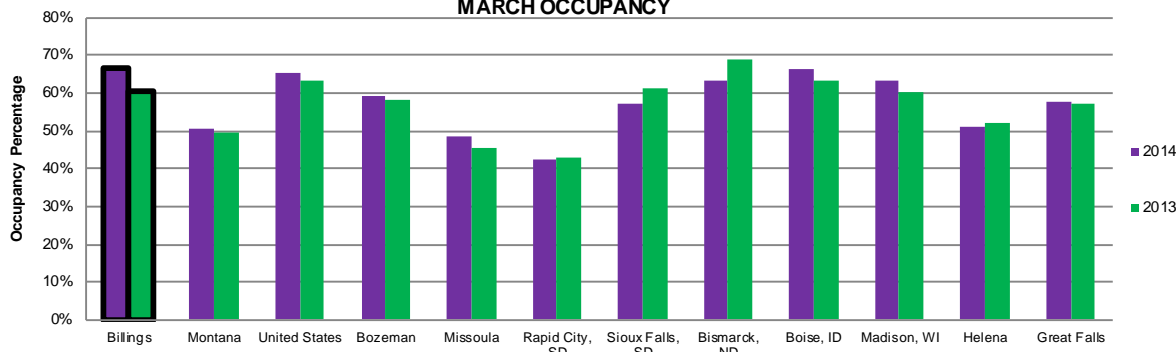
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2014	2013
Billings, MT	57.1%	54.1%
Montana	45.1%	44.8%
United States	59.2%	57.5%
Bozeman, MT	51.9%	51.8%
Missoula, MT	41.9%	40.6%
Rapid City, SD	41.5%	38.8%
Sioux Falls, SD	52.5%	53.8%
Bismarck, ND	60.5%	66.3%
Boise, ID	58.6%	57.2%
Madison, WI	56.1%	56.6%
Helena, MT	46.7%	49.8%
Great Falls, MT	50.0%	51.6%

CURRENT MONTH OCCUPANCY

MARCH		
LOCATION	2014	2013
Billings, MT	66.7%	60.3%
Montana	50.7%	49.5%
United States	65.3%	63.5%
Bozeman, MT	59.1%	58.4%
Missoula, MT	48.7%	45.5%
Rapid City, SD	42.5%	42.7%
Sioux Falls, SD	57.3%	61.4%
Bismarck, ND	63.3%	69.0%
Boise, ID	66.1%	63.5%
Madison, WI	63.1%	60.4%
Helena, MT	50.9%	52.2%
Great Falls, MT	57.7%	57.0%

MARCH OCCUPANCY



**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
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
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 Tourney	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 Summit	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 Council	LR	CVB-S	(500)	Oct-13	O	N/A	\$ (112,500)	Q2
First 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	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 Reg. 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 Manufacturing 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 Chmp	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
Northern Classic Reg. Soccer Tourn	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
MT Aviation Conf.	LR	CVB-P	600	Feb-14	O	HIGM	\$ 135,000	Q3
Farmhouse Frat.	NR	CVB	60	Sep-14	O	TBD	\$ 13,500	Q3
Women of Faith	NR	CVB	1,750	2015	CW	ALL	\$ 393,750	Q3
State AA B-ball	LR	CVB-P	4,500	Mar-14	CWSP	ALL	\$ 1,012,500	Q3
MT State Hockey HS Championships	LR	CVB-S	(165)	Mar-14	SP	N/A	\$ (37,125)	Q3
Montana Agate	LR	CVB-S	(200)	Mar-14	O	N/A	\$ (45,000)	Q3
Yellowstone Cnty 4H	LR	CVB-S	(350)	Mar-14	O	N/A	\$ (78,750)	Q3
Bike/Walk Summit	LR	CVB-S	(120)	Mar-14	O	BHCC	\$ (27,000)	Q3
2014 Nat'l Indian Health Brd Tribal Pub. Health Summit	NR	CVB-S	(400)	Mar-14	O	HIGM	\$ (90,000)	Q3
Q3 BOOKED EVENTS			11	Q3 ROOM NIGHTS			17,200	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Northern Montana Healthcare	LR	CVB-S	(30)	Apr-14	O	N/A	\$ (6,750)	Q4
MT Library Assoc.	LR	CVB-S	(325)	Apr-14	O	BHCC	\$ (73,125)	Q4
J&J Bus Tours	NR	CVB-S	(54)	Apr-14	O	KLY	\$ (12,150)	Q4
Montana Governor's Conf. on Tourism	LR	CVB-S	(400)	Apr-14	O	HIGM	\$ (90,000)	Q4
American Public Works Association	LR	CVB-S	(125)	Apr-14	O	N/A	\$ (28,125)	Q4
Billings Clinic	LR	CVB-S	(85)	Apr-14	O	N/A	\$ (19,125)	Q4
Meat Packers Asoc	SR	CVB-S		Apr-14		N/A	\$ -	Q4
Q4 BOOKED EVENTS			0	Q4 ROOM NIGHTS			-	
TOTAL BOOKINGS			TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT		
36			28,465			\$ 6,404,625		

PENDING BIDS/RFP'S								
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
Christian Motorcycle Association	TS	CVB	1800	2015	CW	TBD	\$ 405,000	FY 12/13 Q3
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
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
State Soccer	LR	CVB		May-14	CWSP	ALL	\$ -	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/FAM TOURS/HOSPITALITY

NAME	RM-NTE/ #PPL	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	Complete	2 FY 2013	\$ 1,125
State Wrestling (Hosp.)	600 ppl	Feb-14	Complete		
State AA Basketball (Hosp.)	450 ppl	Mar-14	Complete		

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
Women's BBall DII West Region Chmp.	Paloma, CA is the #1 seed	Mar-14	Paloma, CA

CANCELLED BUSINESS

None

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)

Spring Happy Campaign	Lifting various spring and summer events as reasons to travel to Billings. This is a regional drive market campaign
-----------------------	------------------------------------------------------------------------------------------------------------------------

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
Regions/CVB's Meeting	Helena, MT	AT	State Updates
Western Montana Travel Expo	Missoula, MT	CH	Tradeshow
Kiwanis Clubs (spoke to them twice)	Billings, MT	AT	Community PR
Leadership Billings (spoke at 3 classes)	Billings, MT	AT	Community PR
IPW	Chicago, IL	AT	Tradeshow

KEY
<p>ORIGIN CATEGORIES: TS- Tradeshow; LR- Local Referral; SR- State Referral; NR- National Referral; P-Prospecting</p> <p>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</p> <p>TYPE CATEGORIES: CW- Citywide Booking; SP - Sports Booking; CWSP- Citywide Sport Booking; O-Other Booking</p> <p>PENDING RFPs/Bids: Date in parenthesis denotes the expected decision date.</p> <p>ECONOMIC IMPACT FORMULA: \$225/Room Night</p> <p>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; KINN- Kelly Inn & Suites; HIS- Hampton Inn & Suites; LX- Lexington; NH- Northern Hotel; KLY- Kelly Inn</p>

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

