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

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**BOARD OF DIRECTORS MEETING  
JULY 10, 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 June 12, 2014 Board Minutes- pages 2-3.....ACTION
- IV. Approval of June Financial & Variance Reports- M. Stevenson pages 4-6.....ACTION
- V. Old Business.....8:35-8:55
  - a. FY15 Marketing Plan Presentation- K. McCandless
- VI. New Business
  - a. Confidential Group-A. Tyson/V. Terpstra.....8:55-9:15
- VII. Marketing/PACE Update- pages 7-14.....9:15-9:20
  - a. Staff Updates- A. Tyson
- VIII. Adjournment

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**Future Meeting Dates:**

August 14, 2014- August TBID Board Meeting  
September 11, 2014- September TBID Board Meeting  
October 9, 2014- October TBID Board Meeting

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Managed by the Billings Chamber of Commerce



**BOARD OF DIRECTORS  
MINUTES – JUNE 12, 2014**

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

**Board Members Absent:** Shelli Mann and LaRell Baldwin

**Ex-Officio member Present:** None

**Staff Present:** Alex Tyson, Caitlin Helmer, Kelly McCandless, Vicki-Lynn Terpstra, Megan Stevenson and Chris Frye

**Others Present:** Louis 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 May 08, 2014 Board Minutes

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

**Approval of Financial and Variance Report**

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

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

**Old Business**

TBID Board Officers for FY 2015- Shelli expressed an interest in staying the incoming Chair/Chair Elect for next year, and would like Steve to remain President. Ginny expressed an interest in staying the Board Treasurer.

Request for a motion to leave the Board Officers the same for next year

MOTION: Ron motioned to accept leaving the Officers as is; Ben seconded; Motion carried

Late Collections and Fines- Super 8 reported incorrectly, thus making the payment late. The hotel did make the correct property tax payment. The Board discussed sending a letter to the owners informing them that this is the second issue; will waive the current fee, but any future infractions will be fined. No official action taken.

Assessment Latest Post City Council- The assessment increase passed at City Council; all properties with 6 or more rooms will be assessed \$2 per occupied room night.

MLHA/Voices of Montana Tourism- VOMT are asking if the TBID will increase their funding from \$8,000 to \$10,000. The Board originally dropped the funds from \$10,000 to \$8,000 because they wanted VOMT to get their funds from sources other than the state's TBID's. Goal is to have more than just lodging at the forefront.

Request for a motion to increase the budget for VOMT by \$2,000; \$8,000 to \$10,000

MOTION: Ben motioned to increase the budget; Ginny seconded; Motion carried

TBID Grant Awards- There is a total of \$40,000 budgeted for the 2014 June and December Grant Awards Cycle; \$20,000 for each cycle. ComiCon applied for the grant in December, so if approved, the awarded \$10,000 comes from the December 2013 budget. Board wanted them to prove their credibility before awarding any dollars.

The Visit Billings staff is going to revamp the grant application to improve any inconsistencies before the upcoming December cycle. The Board would like to see some numbers from the events that receive grant money. Examples include using zip codes to track where the attendees come from using their location when they purchase tickets. A discussion ensued about possibly putting a requirement on the application that would inform the applicant that they will need to disclose certain information in regards to the return on investment.

### **Marketing/PACE Update**

Sports Update- Billings could host indoor track meets from January 15 to February 28, 2015. The hurdle is finding a location to place the track; can't be moved once put together; and where to store it once the meets are over. Skookum was a success; Missoula asked if Chris would come and host one there.

Billings submitted a bid for the Big Sky Basketball Tournament, but the organization wanted to keep it in Vegas. Las Vegas doesn't want to host the tournament, so now Billings is back in the running. Billings is in a good position to win the bid for the 12 team tournament. The championship game is on a Saturday night on ESPN. Billings needs to re-bid; the program thinks Billings is a small town with few amenities. Visit Billings will also need to submit a travel budget. The next step is meeting with MetraPark and discussing if they are on board. This is an annual bid that typically runs \$250,000 to \$300,000; Billings should generate revenue on this event. This tournament is a financial commitment where TBID would be a co-promoter, and likely take the lead finding additional supporters.

Meeting and Convention Updates- Vicki-Lynn had a site visit with America Volkssport Association. Visit Billings staff is concerned about hosting and recruiting 600 plus size conventions. There is an ability to accommodate groups if split between properties, but having trouble getting them to cooperate.

Marketing Plan and Budget- Visit Billings is working with A|D to revamp materials and overall look. A discussion ensued if the Board should bring back Judy Randall and have her update her research numbers/statistics. First time she came it cost roughly \$100,000. The Board discussed the possibility of hiring a new consultant to perform the research. The overall consensus is that TBID needs to hire someone to perform an update on the statistics/numbers. With so many changes in the community within the last few years, and more coming in the next 6 months, the Board finds it irresponsible to not update the numbers so they can provide the most accurate and up-to-date information. The Board will look further into hiring Judy Randall, or another consultant.

Steve and Alex attended the City Council meeting regarding the assessment increase, and were asked additional questions regarding high school tournaments, and Bozeman bidding for the Olympics and the impact that could have. Majority of questions were geared towards the county and their cooperation.

Visit Billings secured a billboard in downtown Billings; will be secured by July 1, 2014. This is a Public Relations billboard and will evolve next year to welcome BMW. In previous years, BMW has never had great attendance when the conventions are in the West. Billings wants to make sure this is an extremely successful event; BMW is estimating 5,000-6,000 people, and Billings is aiming for 7,000-8,000 people.

There is a 90% growth over the goal for visits to VisitBillings.com. The goal was slightly low, but Visit Billings has also gotten better about their overall placements and using the retargeting method. Visit Billings site will launch its itinerary builder with the Summer Campaign.

Meeting adjourned at 9:55 a.m.  
Submitted by Caitlin Helmer

## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of June 30, 2014

Year to date net income is \$0. Reminder during the budget process the Board had authorized the use of \$91,343 in carryover dollars from prior fiscal years for various projects. To date only \$18,307 has been used.

Year to date revenue is \$30,319 under budget.

- TBID Assessments are \$37,482 over budget.
  - *Please note that 2 properties paid their 2<sup>nd</sup> half of assessments early. The assessments for 2<sup>nd</sup> half are usually received the first of July.*
- Miscellaneous Income is \$5,235 over budget from interest income, TBID sales, Midland Round Table sports hospitality donation, and reimbursement from the Billings CVB for the VIC's 2013 payroll expenses (May 27th - Sept 3rd).
- Carryover dollars are \$73,036 under budget. Because of the excess revenue that was generated this year only \$18,307 of carryover funds was used to cover expenses paid.

Year to date expenses are \$30,319 under budget.

- Staff Expenses are \$32,740 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 \$10,774 under budget.
  - Meeting expenses are \$4,667 under budget from miscellaneous meetings and employee mileage reimbursement.
  - Newsletter expenses are under budget \$2,139.
  - Office Supplies are \$425 under budget.
  - Postage is over budget \$4,135 from the large demand of visitor guides and CVB mailers.
  - Professional Training is under budget \$4,865.
  - Telephone/Wireless equipment is \$1,296 under budget from employee cell phone reimbursement.
  
- Marketing Expenses are \$13,195 over budget due to the following:
  - Advertising is over budget \$40,797 from Meetings/Conventions/Sports and Leisure. *Savings from other projects being under budget as well as the carry-over funds were used to offset increases in advertising.*
  - Film Recruitment is under budget \$2,000.
  - Opportunity is \$42,513 under budget from the \$25,000 reserves as well as the funds set aside for the upcoming BMW event. *Please note that the Board's directed \$25,000 addition to reserves is budgeted here to ensure there are sufficient funds at year end to increase the restricted funds.*
  - Printed Materials is over budget \$17,550 from printing of the Visitor Guides as well as reprinting due to the large request.
  - Publicity is over budget \$8,343 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.
  - Sales Expense is over budget \$16,798 from Sports & Conventions Incentives and Attendance Building.

- Tradeshows/Conventions is under budget \$26,564 from many tradeshows being cancelled. Currently, there are plans to participate in a few with those registrations being paid for within the next few months.
- Visitor Information Center is under budget \$442 from the VIC signage & brochures rack and volunteer expenses.
- Website Expenses are over budget \$1,225.

**Tourism Business Improvement District**  
**Profit & Loss**  
**Budget vs. Actual**  
**June 2014**

	CURRENT MONTH		YEAR TO DATE		2013-14 Annual Budget	LAST YEAR
	Actual	Budget	June 2014 Actual	June 2014 Budget		June 2013 Actual
	<b>Income</b>					
4001100 · TBID Assessments	-	-	902,481.94	865,000.00	865,000.00	878,628.00
4001500 · Miscellaneous Income	76.78	-	5,234.50	-	-	2,250.62
Carryover from 2012-2013	18,307.10	91,343.00	18,307.10	91,343.00	91,343.00	-
<b>Total Income</b>	<b>18,383.88</b>	<b>91,343.00</b>	<b>926,023.54</b>	<b>956,343.00</b>	<b>956,343.00</b>	<b>880,878.62</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	17,171.88	16,126.25	167,615.33	182,051.00	182,051.00	171,365.32
5007100 · FICA Expense	1,268.25	1,233.32	12,508.35	13,920.00	13,920.00	13,741.26
5007200 · Unemployment Expense	268.22	267.45	2,481.73	2,942.00	2,942.00	2,985.29
5007400 · Health & Accident Expense	1,785.07	2,790.00	11,229.64	31,074.00	31,074.00	18,497.01
5007500 · Retirement Expense	645.32	657.26	9,777.57	8,394.00	8,394.00	9,244.13
5007700 · Workers Compensation Expense	117.50	97.50	1,183.00	1,162.00	1,162.00	1,476.00
5007800 · Staff Employment Expense	-	-	2,007.00	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>21,256.24</b>	<b>21,171.78</b>	<b>206,802.62</b>	<b>239,543.00</b>	<b>239,543.00</b>	<b>217,309.01</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	1,186.06	1,250.00	7,125.29	7,200.00	7,200.00	10,662.32
5009300 · Equipment & Repair Expense	271.15	250.00	2,304.75	3,000.00	3,000.00	1,141.31
5009500 · Liability Insurance	-	-	2,062.00	2,550.00	2,550.00	2,062.00
5009600 · Meeting Expenses	697.53	700.00	3,633.49	8,300.00	8,300.00	5,929.96
5009650 · Newsletter Expenses	-	-	1,360.71	3,500.00	3,500.00	-
5009700 · Office Supplies	682.18	200.00	2,499.87	2,925.00	2,925.00	2,877.52
5009750 · Postage	-	-	12,334.78	8,200.00	8,200.00	2,932.50
5009800 · Professional Training	2,500.78	6,500.00	6,135.43	11,000.00	11,000.00	11,252.04
5009850 · Legal and Accounting	500.00	550.00	8,940.50	9,200.00	9,200.00	8,688.50
5009900 · Telephone/Wireless Equipment	357.14	250.00	1,704.46	3,000.00	3,000.00	1,680.30
<b>Total 5009000 · Administrative Expenses</b>	<b>6,194.84</b>	<b>9,700.00</b>	<b>48,101.28</b>	<b>58,875.00</b>	<b>58,875.00</b>	<b>47,226.45</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	39,545.27	16,000.00	342,797.37	302,000.00	302,000.00	243,049.79
5151500 · Film Recruitment	-	-	-	2,000.00	2,000.00	2,190.68
5152000 · Opportunity	14,194.25	45,000.00	45,486.98	88,000.00	88,000.00	59,841.13
5152500 · Printed Materials	46,842.39	29,500.00	71,050.46	53,500.00	53,500.00	81,832.72
5153000 · Publicity	1,054.61	3,500.00	23,343.35	15,000.00	15,000.00	18,266.98
5154000 · Sales Expenses	8,955.93	2,500.00	130,797.90	114,000.00	114,000.00	109,764.70
5155000 · Tradeshows/Conventions	395.00	5,350.00	17,960.60	44,525.00	44,525.00	48,051.92
5156000 · Visitor Information Center	542.88	-	2,558.36	3,000.00	3,000.00	3,709.57
5156500 · Web Site	13,599.52	4,125.00	37,124.62	35,900.00	35,900.00	42,224.92
<b>Total 5150000 · Marketing Expenses</b>	<b>125,129.85</b>	<b>105,975.00</b>	<b>671,119.64</b>	<b>657,925.00</b>	<b>657,925.00</b>	<b>608,932.41</b>
<b>Total Expense</b>	<b>152,580.93</b>	<b>136,846.78</b>	<b>926,023.54</b>	<b>956,343.00</b>	<b>956,343.00</b>	<b>873,467.87</b>
	<b>(134,197.05)</b>	<b>(45,503.78)</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>7,410.75</b>
		<b>Cash</b>	<b>Current Month</b>	<b>Last Month</b>	<b>Last Year</b>	
		Unrestricted	84,208	261,712	127,515	
		Restricted	125,000	100,000	100,000	
		<b>Total Cash</b>	<b>209,208</b>	<b>361,712</b>	<b>227,515</b>	



**GROUP BOOKINGS**

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
<b>Groups</b>	15	10	11	6	42	35	120%
<b>Room Nights</b>	3,940	7,325	17,200	4,150	28,465	20,000	142%

**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	110,000
Actual	13,568	10,639	7,096	8,284	9,155	7,812	11,698	13,017	12,245	10,536	13,194	14,034	131,278

**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	3.3	6.2	12.4	-11.5	-4.5								0.1

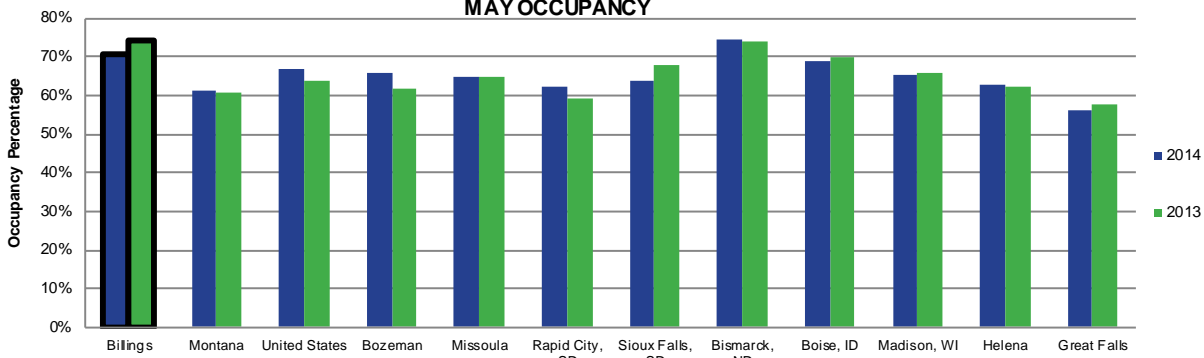
**YTD OCCUPANCY**

PAST 12 MONTHS		
LOCATION	2014	2013
Billings, MT	60.3%	61.1%
Montana	49.5%	49.3%
United States	62.1%	60.1%
Bozeman, MT	55.5%	53.9%
Missoula, MT	49.3%	48.1%
Rapid City, SD	46.5%	43.5%
Sioux Falls, SD	55.7%	59.5%
Bismarck, ND	65.4%	69.1%
Boise, ID	62.1%	62.5%
Madison, WI	59.7%	60.7%
Helena, MT	52.7%	53.3%
Great Falls, MT	52.6%	53.6%

**CURRENT MONTH OCCUPANCY**

MAY		
LOCATION	2014	2013
Billings, MT	70.8%	74.1%
Montana	61.0%	60.6%
United States	67.0%	63.8%
Bozeman, MT	65.7%	62.0%
Missoula, MT	65.0%	64.9%
Rapid City, SD	62.5%	59.0%
Sioux Falls, SD	63.8%	68.1%
Bismarck, ND	74.7%	73.8%
Boise, ID	69.1%	69.8%
Madison, WI	65.3%	65.6%
Helena, MT	62.9%	62.2%
Great Falls, MT	56.3%	57.7%

**MAY 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
MT Petroleum Asoc	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
WHC- 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
Montana Energy Day @ MTFair	LR	CVB-P		Aug-13	O	N/A	\$ -	Q1
Kercher 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 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	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
<b>Q1 BOOKED EVENTS</b>		<b>15</b>		<b>Q1 ROOM NIGHTS</b>			<b>3,940</b>	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Southern Classic B-Ball Tournament	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 Board 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 Cnc'l	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-Amer NDN Invt'l	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
<b>Q2 BOOKED EVENTS</b>		<b>10</b>		<b>Q2 ROOM NIGHTS</b>			<b>7,325</b>	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
MT Mnfg Conf.	SR	CVB-P	360	Oct-14	O	HIGM	\$ 81,000	Q3
Montana State Cup Soccer Tournament	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 & Wmn'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 Basketball	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
Ylwtstne 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
<b>Q3 BOOKED EVENTS</b>		<b>11</b>		<b>Q3 ROOM NIGHTS</b>			<b>17,200</b>	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
North. MT Hlth care	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
MT 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 Asc	SR	CVB-S		Apr-14	O	N/A	\$ -	Q4
MT Cattle Women	LR	CVB-S	(65)	May-14	O	N/A	\$ (14,625)	Q4
Volleyfest Tourn.	LR	CVB-S	(75)	May-14	SP	N/A	\$ (16,875)	Q4
Rotary District Mtg	LR	CVB-S	(100)	May-14	O	N/A	\$ (22,500)	Q4
Lopez Reunion	LR	CVB-S	(100)	May-14	O	N/A	\$ (22,500)	Q4
Magic City Soccer Tournament	LR	CVB-S	(120)	May-14	SP	N/A	\$ (27,000)	Q4
Marine Corps League Conv.	LR	CVB-S	(250)	May-14	O	N/A	\$ (56,250)	Q4
Pritzkau Wedding	LR	CVB-S	(20)	May-14	O	N/A	\$ (4,500)	Q4
State A Tennis	LR	CVB-S	(125)	May-14	SP	N/A	\$ (28,125)	Q4
Family Reunion	LR	CVB-S	(30)	May-14	O	N/A	\$ (6,750)	Q4
State Soccer	LR	CVB	2,500	May-14	CWSP	ALL	\$ 562,500	Q4
Special Olympics	LR	CVB-P		May-14	CWSP	N/A	\$ -	Q4
Heart & Sole	LR	CVB-P	500	Jun-14	SP	N/A	\$ 112,500	Q4
Frontier/North Star Conference Meet	P	CVB	300	7-Nov-14	CWSP	TBD	\$ 67,500	Q4
Women Stepping Forward for Ag	LR	CVB	250	23-Sep-14	O	BHR	\$ 56,250	Q4
LAX Jamboree	LR	CVB-P	600	12-Apr-14	SP	ALL	\$ 135,000	Q4
Garden Conv.	LR	CVB-S	(120)	6-Jun-14	O	N/A	\$ (27,000)	Q4
Montana Harley Owners Group	LR	CVB-S	(350)	13-Jun-14	O	N/A	\$ (78,750)	Q4
Not In Our Town	NR	CVB-S	(200)	19-Jun-14	O	N/A	\$ (45,000)	Q4
Hill Reunion	LR	CVB-S	(25)	25-Jun-14	O	N/A	\$ (5,625)	Q4
Allied Tours	SR	CVB-S	(34)	30-Jun-14	O	HIGM	\$ (7,650)	Q4

Amer. Historical Soc. of Germans from Russia	LR	CVB-S	(300)	30-Jun-14	O	N/A	\$ (67,500)	Q4
<b>Q4 BOOKED EVENTS</b>		<b>6</b>		<b>Q4 ROOM NIGHTS</b>			<b>4,150</b>	
<b><u>TOTAL BOOKINGS</u></b>		<b><u>TOTAL ROOM NIGHTS</u></b>			<b><u>TOTAL ECONOMIC IMPACT</u></b>			
42		28,465			\$		6,404,625	

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
Keeseekosse Health Department	NR	CVB	300	Aug-13	O	TBD	\$ 67,500	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
NCAI-Nat'l Congress of American Indians	NR	CVB	1015	Jun-16 17 or 18	O	BHCC, HIGM	\$ 228,375	Q4
AVA- American Volksports Assoc.	RR	CVB	600	Jun-17	O	BHCC, HIGM, CP	\$ 135,000	Q4
MTFarmBureauFed	TS	CVB	450	Nov-14	O	BHCC	\$ 101,250	Q4
MT Assoc. of Student Councils	TS	CVB		TBD	O	TBD	\$ -	Q4
Hot Rod Pwr Tour	LR	CVB-P		Sep- TBD	CW	TBD	\$ -	Q4
NEAFCS- Nat'l Extn Assoc. of Family & Cons Sci.	RR	CVB	1500	Sep-16	O	TBD	\$ 337,500	Q4
AmericanVolkssport Association	RR	CVB	600	7-Jun-17	O	TBD	\$ 135,000	Q4
Catholic Alumni Club International	NR	CVB	480	Jul-16	O	TBD	\$ 108,000	Q4
National Congress of Amer. Indians	NR	CVB	1015	28-Jun-14	O	TBD	\$ 228,375	Q4
Wedding	SR	CVB	50	Oct-14	O	TBD	\$ 11,250	Q4
Montana Farm Bureau Federation	SR	CVB	450	9-Nov-14	O	BHCC	\$ 101,250	Q4
Int'l Boxing Feder. Annual Convention	NR	CVB	750	May/June-15 or 16	O	TBD	\$ 168,750	Q4
Confidential Group	LR	CVB		Summer 2016	CW	TBD	\$ -	Q4

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	Feb-14	Complete	4 FY 2014	\$ 135,000
State AA Basketball (Hosp.)	450	Mar-14	Complete	4 FY 2014	\$ 101,250
RMI Post FAM Tour	10	May-14	Complete	4 FY 2014	\$ 2,250
Journalists/MTOT	5	May-14	Complete	4 FY 2014	\$ 1,125
Journalists/MTOT FAM Tour	4	19-Jun-14	Complete	4 FY 2014	\$ 900
Eagleriders FAM Tour	9	Jul-14	Pending	1 FY 2014-15	\$ 2,025
Power Tour/Site Tour		Jul-14	Pending	1 FY 2014-15	\$ -

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
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

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
Meet Unique	A fresh take on Meetings and Conventions Campaign
Summer Campaign	Trailhead Toolbox Itinerary builder; showcases events, attractions and must-see's as reasons to visit Billings this summer

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
TAC	Red Lodge, MT	AT, VLT	State Updates

KEY
<p><b>ORIGIN CATEGORIES:</b> <b>TS-</b> Tradeshow; <b>LR-</b> Local Referral; <b>SR-</b> State Referral; <b>RR-</b> Regional Referral; <b>NR-</b> National Referral; <b>P-</b>Prospecting</p> <p><b>SOURCE CATEGORIES:</b> <b>CVB-</b> Originated from CVB; <b>CVB-P-</b> Partnered with other entity; <b>CVB-S-</b> Serviced by the CVB-room nights will be shown in parenthesis</p> <p><b>TYPE CATEGORIES:</b> <b>CW-</b> Citywide Booking; <b>SP -</b> Sports Booking; <b>CWSP-</b> Citywide Sport Booking; <b>O-</b>Other Booking</p> <p><b>PENDING RFPs/Bids:</b> Date in parenthesis denotes the expected decision date.</p> <p><b>ECONOMIC IMPACT FORMULA:</b> <b>\$225/Room Night</b></p> <p><b>PROPERTY KEY:</b> <b>CP-</b> Crowne Plaza; <b>BHCC-</b> Billings Hotel &amp; Convention Center; <b>HGI-</b> Hilton Garden Inn; <b>HIGM-</b> Holiday Inn Grand Montana; <b>BWCT-</b> Best Western Clock Tower Inn; <b>BHR-</b> Bighorn Resort; <b>KINN-</b> Kelly Inn &amp; Suites; <b>HIS-</b> Hampton Inn &amp; Suites; <b>LX-</b> Lexington; <b>NH-</b> Northern Hotel; <b>KLY-</b> Kelly Inn</p>

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

