



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

TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
SEPTEMBER 11, 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 July 10, 2014 Board Minutes- pages 2-4.....ACTION
IV. Approval of July and August Financial & Variance Reports- M. Stevenson pages 5-8.....ACTION
V. New Business.....8:35-8:40
a. Tourism Matters Contribution – S. Wahrlich.....8:35-8:40
VI. Old Business.....8:40-9:25
a. BMW MOA Preparations Plan –A. Tyson & C. Helmer, S. Mann, S. Wahrlich.....8:40-8:55
b. Convention Center Research RFP Update –J. Brewer.....8:55-9:05
c. Chamber Air Service Comm. & Logan Airport Follow Up –J. Brewer.....9:05-9:15
d. Big Sky Basketball Bid –A. Tyson.....9:15-9:20
e. TBID Grant Follow Up –A. Tyson.....9:20-9:25
VII. Marketing/PACE Update- pages 9-14.....9:25-9:40
a. Visit Billings Team Updates:
i. C. Helmer – TTA
ii. V.L. Terpstra – Bookings/Prospects
iii. K. McCandless – Leisure Campaign Update
VIII. Adjournment

Future Meeting Dates:

October 9, 2014- October TBID Board Meeting
November 13, 2014- November TBID Board Meeting-Guest Speaker Mike Garcia, Voices of Montana Tourism
December 11, 2014- December TBID Board Meeting

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS MINUTES – JULY 10, 2014

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

Board Members Absent: Joyce Bratland and LaReil Baldwin

Ex-Officio member Present: None

Staff Present: Alex Tyson, John Brewer, Caitlin Helmer, Kelly McCandless, Vicki-Lynn Terpstra

Others Present: None

Call to Order

Steve Wahrlich called the meeting to order at 8:32 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 June 12, 2014 Board Minutes

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

Approval of Financial and Variance Report

Request for a motion to approve the May Financial and Variance Reports, with the exception that the reserved funds will increase from \$150,000 to \$200,000

MOTION: Shelli motioned to accept the Financial and Variance Reports with the reserved fund increase; Ginny seconded; Motion carried

Steve, Alex, Ginny, John and Shelli agreed that \$200,000 would be a solid number to increase the reserve to.

Old Business

FY15 Leisure Marketing Plan Update- Boomer Campaign wrap up: 4,558 contest entries (record); 11,418 visitor guide requests fulfilled since January 1, 2014; 74,724 site visits with time on site up 3%.
Spring Happy Campaign wrap up: 364 entries; site traffic is positive; users down slightly but engagement is up.
Summer 2014 Campaign launched the new Trailhead Toolbox Itinerary Builder. Users can browse VisitBillings.com and select attractions, events, and must-see's and place them in their itinerary builder for any future trips to Billings.

Chicago Market Bus Takeover features several Southeast Montana ads, Beartooth Highway and Billings. New Gateway billboard imagery for Beartooth Highway and Billings proximity to it located outside of Rapid City.

2014-2015 Outlook- Hiring a social media/PR position that will be shared by Visit Billings/SEMT/TBID. Social Media will be integrated into all future campaigns. Position will help with editorial to support strategic national placements.

Visit Billings is working with A|D Creative and photographer Tim Struck for planned shots of the Yellowstone River, motorcycle landscape, BMW specific shots, Meet Unique with fisherman meeting at Coulson Park, the Brewery District, Western Heritage Center lifestyle, and a girl's getaway/shopping. All photos owned by Visit Billings for use in all promotional applications.

Custom BMW landing page established on VisitBillings.com; will be promoted in St. Paul later this month at the 2014 BMW MOA Rally. Additional Loop Tour Maps printed in preparation for inquiries. Placements made for July and August as well as future placements planned leading up to the main event next summer in Billings.

Comprehensive overhaul of VisitBillings.com; the completed items include functionality (load time/SEO/mapping/site search), content and strategy refresh, including graphic enhancement of existing site, trip planning tools (Billings bucket list/geographic mapping tool) and social sharing. The Trailhead Toolbox is the first attempt in place for the trip planning tools. Planned overhaul items include additional translations of German and Italian, as well as more mapping functions.

New plan in place for the Regional Campaigns including the addition of Culture Craze and Hunt/Fish Campaigns that are planned for late August through October. Visit Billings will also be revamping Mingle Bells/Holiday promotion significantly. National Placement Strategy Plan is ongoing and consists of a key market takeover in Minneapolis/St. Paul.

Billings Logan International Airport is interested in partnering with Visit Billings to improve their marketing and aesthetics, but is unsure where to begin. The Board discussed that the best option would be for Visit Billings and the TBID Board to do the preliminary work and develop a few plans that they would then suggest and present to Tom Binford. The Board discussed if a contract should be developed between the organizations. TBID Board and Visit Billings are going to work with A|D Creative to come up with some options and develop a multi-faceted plan that includes the following:

- Aesthetics
- Air Service/Air Price
- Merchandising of the Airport

New Business

Confidential Group-Visit Billings received an RFP through empowerMINT for a confidential group of 6,000 motorcyclists. The proposed date is Labor Day weekend 2016. The event formally took place over the Fourth of July Holiday, but is being moved to Labor Day weekend. An RFP was sent to every hotel. Visit Billings staff met with MetraPark to discuss financials and logistics. The rental fee for MetraPark is \$70,000. When this group came through in 2007, the Chamber of Commerce paid \$53,000 to offset costs. Many more hotel rooms realized with this group than BMW; 500 campsites at MetraPark versus the 2,500 spots for BMW.

The group wants two site visits that cover air fare and expenses incurred on those trips.

This organization could have roughly a \$999,000 impact on the Billings community. Visit Billings is not presenting them with a dollar amount; will present them with what they can offer and cover, as well as work on getting in their rotation. The TBID is willing to cover \$100,000 for the proposed 2016 event. The Board discussed reserving \$20,000-\$30,000 this year, but will not put any money away until winning bid announced.

Request for a motion to guarantee up to \$100,000 for the confidential group if Billings wins the bid

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

Marketing/PACE Update

Hiring both Public Relations and Administrative Support staff members. The PR person will assist with a variety of duties that include Social Media, FAM Tours, develop a content calendar, take pictures of tours and keep a consistent presence. Measurable's will be put into place to see how well the social media aspects are performing currently, and where they could be. This position will be a shared cost between SEMT and Visit Billings, with benefits paid for by TBID. The Administrative Support position will be TBID half time and Chamber half time. Roughly \$40,000 budgeted for the two shared positions.

PACE- Larry McQueery, Vice President of the promotion company came for a site visit. The Hot Rod Power Tour would be 5,000 Cars, and the Hot Bike Power Tour is 1,500 motorcycles. Overall, it was a successful site visit.

Final Pace for the year. NW Regional Soccer tournament was cancelled a week prior to tournament. Several states promised multiple teams, but backed out, or could only play on certain days.

Meeting adjourned at 10:05 a.m.
Submitted by Caitlin Helmer

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of July 31, 2014

July's revenue over expenses is \$4,755 over budget.

Revenue is \$159 over budget from interest income & the sale of water bottles.

Year to date expenses are \$4,596 under budget.

- Staff Expenses are \$1,529 under budget.
- Administrative Expenses are \$2,070 over budget from the following:
 - Office Supplies are \$2,510 over budget due to the refresh of business cards for the new Visit Billings look.
- Marketing Expenses are \$5,136 under budget from the following:
 - Advertising is under budget \$4,593 from the redeemable hotel vouchers.
 - Publicity is over budget \$1,671 from "Voices of Montana Tourism".
 - Sales Expense is under budget \$1,440 from the Sales Missions and the monthly Sports Sales.

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

July 2014

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Actual	Budget	July 2014	July 2014	2014-15 Annual	July 2013
			Actual	Budget	Budget	Actual
Income						
4001100 · TBID Assessments	764,739.03	764,739.00	764,739.03	764,739.00	1,500,000.00	448,369.70
4001500 · Miscellaneous Income	159.08		159.08		-	116.05
Carryover from 2013-2014					88,357.00	-
Total Income	764,898.11	764,739.00	764,898.11	764,739.00	1,588,357.00	448,485.75
Expense						
5001000 · Staff Expenses						
5007000 · Wages	24,444.76	25,513.00	24,444.76	25,513.00	264,286.00	14,989.37
5007100 · FICA Expense	1,289.10	1,412.00	1,289.10	1,412.00	19,594.00	1,063.81
5007200 · Unemployment Expense	263.66	334.00	263.66	334.00	4,913.00	252.56
5007400 · Health & Accident Expense	1,785.08	2,040.00	1,785.08	2,040.00	26,040.00	1,600.20
5007500 · Retirement Expense	916.09	935.00	916.09	935.00	12,062.00	923.16
5007700 · Workers Compensation Expense	117.50	161.00	117.50	161.00	1,812.00	123.00
5007800 · Staff Employment Expense	50.00		50.00	-	-	-
Total 5001000 · Staff Expenses	28,866.19	30,395.00	28,866.19	30,395.00	328,707.00	18,952.10
5009000 · Administrative Expenses						
5009200 · Computers	245.00	250.00	245.00	250.00	7,200.00	245.00
5009300 · Equipment & Repair Expense	225.24	400.00	225.24	400.00	4,500.00	186.62
5009500 · Liability Insurance	-	-	-	-	2,550.00	1,562.00
5009600 · Meeting Expenses	309.80	491.00	309.80	491.00	8,350.00	195.38
5009650 · Newsletter Expenses	-	-	-	-	5,000.00	-
5009700 · Office Supplies	3,335.03	825.00	3,335.03	825.00	2,600.00	252.85
5009750 · Postage	2,399.36	2,200.00	2,399.36	2,200.00	8,500.00	196.25
5009800 · Professional Training	24.05	100.00	24.05	100.00	15,000.00	1,018.00
5009850 · Legal and Accounting	-	-	0.00	-	9,200.00	0.00
5009900 · Telephone/Wireless Equipment	26.25	229.13	26.25	229.13	2,750.00	189.96
Total 5009000 · Administrative Expenses	6,564.73	4,495.13	6,564.73	4,495.13	65,650.00	3,846.06
5150000 · Marketing Expenses						
5151000 · Advertising	79,406.80	84,000.00	79,406.80	84,000.00	597,000.00	32,684.38
5151500 · Film Recruitment	-	-	-	-	2,000.00	-
5152000 · Opportunity	26,469.05	26,200.00	26,469.05	26,200.00	195,500.00	-
5152500 · Printed Materials	10,941.18	11,250.00	10,941.18	11,250.00	105,500.00	434.40
5153000 · Publicity	10,770.73	9,100.00	10,770.73	9,100.00	29,000.00	10,000.00
5154000 · Sales Expenses	3,810.48	5,250.00	3,810.48	5,250.00	160,500.00	3,047.47
5155000 · Tradeshows/Conventions	3,150.00	3,500.00	3,150.00	3,500.00	62,500.00	3,040.00
5156000 · Visitor Information Center	577.50	750.00	577.50	750.00	8,600.00	277.00
5156500 · Web Site	1,287.95	1,500.00	1,287.95	1,500.00	33,400.00	844.95
Total 5150000 · Marketing Expenses	136,413.69	141,550.00	136,413.69	141,550.00	1,194,000.00	50,328.20
Total Expense	171,844.61	176,440.13	171,844.61	176,440.13	1,588,357.00	73,126.36
	593,053.50	588,298.87	593,053.50	588,298.87	0.00	375,359.39
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	677,262	84,208	502,875	
		Restricted	125,000	125,000	100,000	
		Total Cash	802,262	209,208	602,875	



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of August 31, 2014

Year to date revenue over expenses is \$17,054 over budget.

Revenue is \$266 over budget from interest income & TBID sales.

Year to date expenses are \$4,596 under budget.

- Staff Expenses are \$3,504 under budget from Wages and Health & Accident Expense.

- Administrative Expenses are \$102 over budget from the following:
 - Liability Insurance (D&O) is under budget \$405.
 - Meeting expenses are \$408 under budget.
 - Office Supplies are \$2,614 over budget due to the refresh of business cards for the new Visit Billings look.
 - Professional Training is under budget \$1,548 from DMAI travel expenses.

- Marketing Expenses are \$13,385 under budget from the following:
 - Advertising is under budget \$8,690 from the redeemable hotel vouchers.
 - Opportunity is under budget \$1,123.
 - Printed Materials are under budget \$795 from Welcome/Recruitment banners.
 - Publicity is over budget \$2,082 from the "Voices of Montana" (MLHA PR campaign).
 - Sales Expense is under budget \$4,085 from the monthly Sports Sales and Convention Incentives.

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

August 2014

	CURRENT MONTH		YEAR TO DATE		2014-15 Annual Budget	LAST YEAR
	Actual	Budget	August 2014	August 2014		August 2013
			Actual	Budget	Budget	Actual
Income						
4001100 · TBID Assessments			764,739.03	764,739.00	1,500,000.00	448,369.70
4001500 · Miscellaneous Income	107.32		266.40		-	511.69
Carryover from 2013-2014					88,357.00	-
Total Income	107.32	-	765,005.43	764,739.00	1,588,357.00	448,881.39
Expense						
5001000 · Staff Expenses						
5007000 · Wages	17,153.38	18,513.00	41,598.14	44,026.00	264,286.00	32,294.88
5007100 · FICA Expense	1,282.65	1,412.00	2,571.75	2,824.00	19,594.00	1,063.81
5007200 · Unemployment Expense	244.67	334.00	508.33	668.00	4,913.00	252.56
5007400 · Health & Accident Expense	1,785.08	2,040.00	3,570.16	4,080.00	26,040.00	1,600.20
5007500 · Retirement Expense	696.22	795.00	1,612.31	1,730.00	12,062.00	923.16
5007700 · Workers Compensation Expense	117.50	161.00	235.00	322.00	1,812.00	123.00
5007800 · Staff Employment Expense			50.00	-	-	-
Total 5001000 · Staff Expenses	21,279.50	23,255.00	50,145.69	53,650.00	328,707.00	36,257.61
5009000 · Administrative Expenses						
5009200 · Computers	359.97	450.00	604.97	700.00	7,200.00	490.00
5009300 · Equipment & Repair Expense	189.20	250.00	414.44	650.00	4,500.00	361.64
5009500 · Liability Insurance	1,595.00	2,000.00	1,595.00	2,000.00	2,550.00	1,562.00
5009600 · Meeting Expenses	141.03	368.00	450.83	859.00	8,350.00	470.61
5009650 · Newsletter Expenses	500.00	500.00	500.00	500.00	5,000.00	-
5009700 · Office Supplies	229.06	125.00	3,564.09	950.00	2,600.00	499.39
5009750 · Postage	-	200.00	2,399.36	2,400.00	8,500.00	245.92
5009800 · Professional Training	1,928.38	3,400.00	1,952.43	3,500.00	15,000.00	2,672.99
5009850 · Legal and Accounting	-	-	-	-	9,200.00	500.00
5009900 · Telephone/Wireless Equipment	611.96	229.17	638.21	458.30	2,750.00	304.96
Total 5009000 · Administrative Expenses	5,554.60	7,522.17	12,119.33	12,017.30	65,650.00	7,107.51
5150000 · Marketing Expenses						
5151000 · Advertising	24,902.95	29,000.00	104,309.75	113,000.00	597,000.00	36,301.16
5151500 · Film Recruitment	-	-	-	-	2,000.00	-
5152000 · Opportunity	11,008.30	12,400.00	37,477.35	38,600.00	195,500.00	249.88
5152500 · Printed Materials	6,513.47	7,000.00	17,454.65	18,250.00	105,500.00	1,734.40
5153000 · Publicity	1,511.11	1,100.00	12,281.84	10,200.00	29,000.00	10,000.00
5154000 · Sales Expenses	8,229.13	10,875.00	12,039.61	16,125.00	160,500.00	7,629.05
5155000 · Tradeshows/Conventions	2,057.50	2,000.00	5,207.50	5,500.00	62,500.00	3,132.00
5156000 · Visitor Information Center	201.99	250.00	779.49	1,000.00	8,600.00	277.00
5156500 · Web Site	951.42	1,000.00	2,239.37	2,500.00	33,400.00	1,469.60
Total 5150000 · Marketing Expenses	55,375.87	63,625.00	191,789.56	205,175.00	1,194,000.00	60,793.09
Total Expense	82,209.97	94,402.17	254,054.58	270,842.30	1,588,357.00	104,158.21
	(82,102.65)	(94,402.17)	510,950.85	493,896.70	0.00	344,723.18
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	595,159	677,262	472,238	
		Restricted	125,000	125,000	100,000	
		Total Cash	720,159	802,262	572,238	



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	6				6	36	17%
Room Nights	2,570				2,570	24,000	11%

VISITS FOR: visitbillings.com

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	15,000	15,000	13,000	11,000	10,000	9,000	9,000	9,000	9,000	10,000	10,000	10,000	130,000
Actual	17,470	19,297											36,767

STAKEHOLDER SURVEY

2010-2011	2011-2012	2012-2013	2013-2014*	2014-2015*
66%	83%	87%	90%	88%

*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	1.6	-4.1	-5.9	-6.2	14.8	-6.0	-10.2	-5.2	-6.7	-12.3	-4.6	3.8	-1.2

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	21.5	18.4						6.6

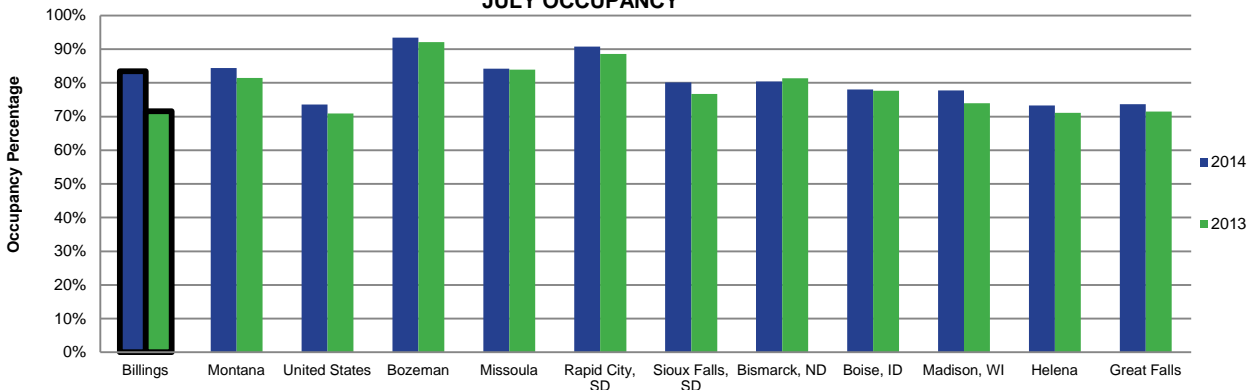
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2014	2013
Billings, MT	67.5%	64.1%
Montana	58.9%	57.7%
United States	65.1%	63.0%
Bozeman, MT	65.3%	64.2%
Missoula, MT	57.8%	56.8%
Rapid City, SD	58.6%	56.0%
Sioux Falls, SD	62.5%	64.2%
Bismarck, ND	69.7%	72.6%
Boise, ID	66.3%	67.3%
Madison, WI	64.8%	64.6%
Helena, MT	58.3%	57.6%
Great Falls, MT	57.6%	58.1%

CURRENT MONTH OCCUPANCY

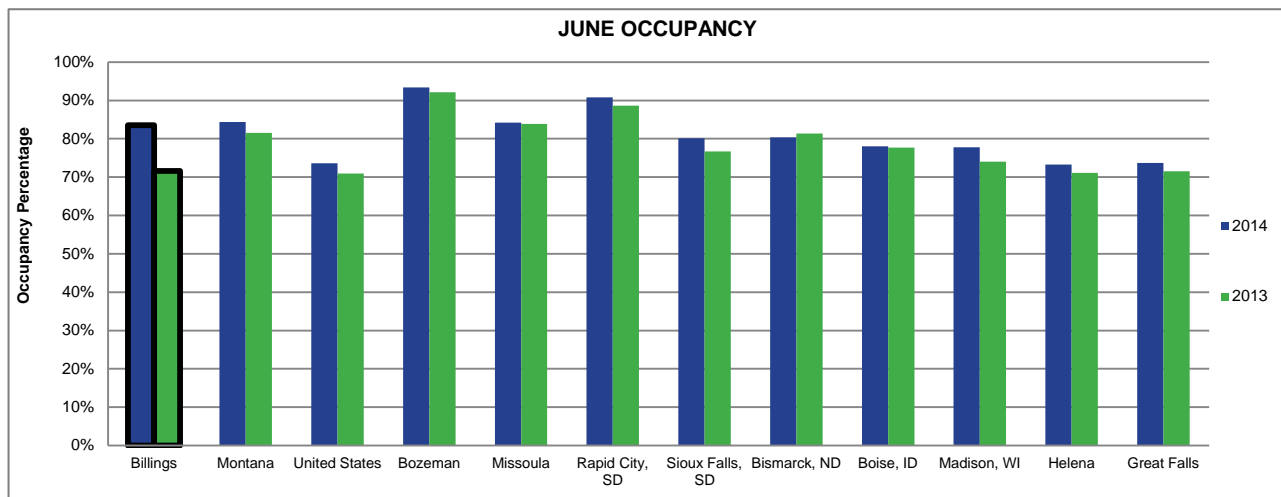
JULY		
LOCATION	2014	2013
Billings, MT	83.5%	71.6%
Montana	84.4%	81.5%
United States	73.6%	70.9%
Bozeman, MT	93.4%	92.1%
Missoula, MT	84.2%	83.9%
Rapid City, SD	90.8%	88.6%
Sioux Falls, SD	80.1%	76.7%
Bismarck, ND	80.4%	81.4%
Boise, ID	78.0%	77.7%
Madison, WI	77.8%	74.0%
Helena, MT	73.3%	71.1%
Great Falls, MT	73.7%	71.5%

JULY OCCUPANCY



YTD OCCUPANCY		
PAST 12 MONTHS		
LOCATION	2014	2013
Billings, MT	64.7%	62.8%
Montana	54.3%	53.5%
United States	63.7%	61.7%
Bozeman, MT	60.5%	59.2%
Missoula, MT	53.3%	52.1%
Rapid City, SD	53.1%	50.3%
Sioux Falls, SD	59.5%	62.0%
Bismarck, ND	67.9%	71.1%
Boise, ID	64.4%	65.5%
Madison, WI	62.6%	63.0%
Helena, MT	55.7%	55.3%
Great Falls, MT	54.9%	55.8%

CURRENT MONTH OCCUPANCY		
JUNE		
LOCATION	2014	2013
Billings, MT	87.0%	71.5%
Montana	77.1%	73.4%
United States	71.7%	69.7%
Bozeman, MT	85.5%	85.7%
Missoula, MT	73.4%	72.0%
Rapid City, SD	86.3%	83.5%
Sioux Falls, SD	78.2%	74.5%
Bismarck, ND	80.7%	81.1%
Boise, ID	75.7%	80.6%
Madison, WI	77.5%	74.3%
Helena, MT	70.8%	65.1%
Great Falls, MT	66.7%	67.2%



**CVB ACTIVITY REPORT
FY JULY 1, 2014- JUNE 30, 2015**

BOOKED EVENTS

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
American Assoc. of Petroleum Geologists	LR	CVB-P	435	25 to 27-Jun-2017	O	NH, CP	\$ 97,875	Q1
MT Farm Bureau Federation	TS	CVB	450	Nov-14	O	BHCC	\$ 101,250	FY13-14 Q4
Int'l Chevy Nomad	LR	CVB	1250	10-Jul-16	O	BHCC	\$ 281,250	Q1
Glass Reunion Corvette Club	LR	CVB-P	300	23-Aug-14	O	HIGM	\$ 67,500	Q1
Border Wars Volleyball Tourn.	LR	CVB-P	75	5 & 6-Sep-2014	SP	VARIES	\$ 16,875	Q1
COPS Training	NR	CVB	60	Apr-15	O	TBD	\$ 13,500	Q1
Q1 BOOKED EVENTS			6	Q1 ROOM NIGHTS			2,570	
TOTAL BOOKINGS			TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT		
6			2,570			\$ 578,250		

PENDING BIDS/RFP'S

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
NCAI-Nat'l Congress of Amer. Indians	NR	CVB	1015	Jun-16 17 or 18	O	BHCC, HIGM	\$ 228,375	FY13-14 Q4
AVA- American Volksports Assoc	RR	CVB	600	Jun-17	O	BHCC, HIGM, CP	\$ 135,000	FY13-14 Q4
MT Assoc. of Student Councils	TS	CVB		TBD	O	TBD	\$ -	FY13-14 Q4
Hot Bike Power Tour	LR	CVB-P	1500	Sep- TBD	CW	TBD	\$ 337,500	FY13-14 Q4
NEAFCS- Nat'l Extn Assoc. of Family & Consumer Sci.	RR	CVB	1500	Sep-16	O	TBD	\$ 337,500	FY13-14 Q4
Catholic Alumni Club Int'l	NR	CVB	480	Jul-16	O	TBD	\$ 108,000	FY13-14 Q4
Wedding	SR	CVB	50	Oct-14	O	TBD	\$ 11,250	FY13-14 Q4
Int'l Boxing Feder. Annual Conv.	NR	CVB	750	May/June-15 or 16	O	TBD	\$ 168,750	FY13-14 Q4
Confidential Group	LR	CVB	18,000	Summer 2016	CW	TBD	\$ 4,050,000	FY13-14 Q4
Women of Faith	NR	CVB	1,000	25-Apr-15	O	TBD	\$225,000	Q1

Ford Retractable Club	NR	CVB	525	9 to 15-Jul-2017	O	BHR, HIGM, BHCC	\$ 118,125	Q1
Annual Livestock Marketing Assoc. Conven. & Comp	NR	CVB-P		Jun-17	O	CP, NH, BWCT	\$ -	Q1
Plamondon Family Reunion	RR	CVB	126	15 to 16-Jul-2016	O	TBD	\$ 28,350	Q1
IUPA: Int'l Union of Police Assoc.	TS	CVB	160	Sep-15	O	NH,CP	\$ 36,000	Q1
Amer. Holistic Nurses Assoc.	TS	CVB	1000	Jun-17	O	TBD	\$ 225,000	Q1

SITE TOURS/FAM TOURS/HOSPITALITY

NAME	RM-NTE/ #PPL	YEAR	ACTION	QTR. TOURED	ECONOMIC IMPACT
Christian Motorcycle Assoc.	2	Sep-13	Pending	1 FY 2013	\$ 450
NAIA Representatives		Nov-13	Pending	2 FY 2013	\$ -
Eagleriders FAM Tour	9	Jul-14	Complete	1 FY 2014-15	\$ 2,025
Power Tour/Site Tour		Jul-14	Complete	1 FY 2014-15	\$ -

LOST BUSINESS

NAME	REASON	YEAR	LOST TO
None			

CANCELLED BUSINESS

NAME	SOURCE	ROOM NIGHTS	MONTH/ YEAR	TYPE	REASON	ECONOMIC IMPACT
Gardening Conv.	CVB	75	20 to 21-Feb-2017	O	Director's Health	\$ 16,875

MARKETING INITIATIVES/EXPOSURE/PUBLICITY

NAME	REASON/RESULTS
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
DMAI	Las Vegas, NV	CH, VLT	Training
BMW MOA Rally	St. Paul, MN	AT	Attendance Building
CONNECT	Orlando, FL	VLT	Tradeshow

KEY

ORIGIN CATEGORIES: **TS-** Tradeshow; **LR-** Local Referral; **SR-** State Referral; **RR-** Regional 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

CONVENTION HOTEL KEY: **BHCC-** Billings Hotel & Convention Center; **BHR-** Bighorn Resort; **CP-** Crowne Plaza; **HGI-** Hilton Garden Inn; **HIGM-** Holiday Inn Grand Montana; **NH-** Northern Hotel

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

