



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
OCTOBER 9, 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 September 11, 2014 Board Minutes- pages 2-5.....ACTION
- IV. Approval of September Financial & Variance Reports- M. Stevenson pages 6-7.....ACTION
- V. Old Business.....8:35-9:00
 - a. BMW MOA Guests- S. Wahrlich.....8:35-8:55
 - b. Convention Center Research Update- S. Wahrlich.....8:55-9:00
- VI. New Business.....9:00-9:15
 - a. TBID Board Member Q & A/Discussion- S. Wahrlich/A. Tyson.....9:00-9:15
- VII. Marketing/PACE Update- pages 8-13.....9:15-9:25
 - a. Staff Updates- A. Tyson.....9:20-9:25
- VIII. Adjournment

Future Meeting Dates:

November 13, 2014- November TBID Board Meeting-Guest Speaker Mike Garcia, Voices of Montana Tourism
December 11, 2014- December TBID Board Meeting
January 8, 2014- January TBID Board Meeting

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – SEPTEMBER 11, 2014

Board Members Present: Steve Wahrlich (by phone), Ginny Hart, Ron Spence, Shelli Mann, Joyce Bratland and LaRell Baldwin

Board Members Absent: Ben Kerns

Ex-Officio member Present: None

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

Others Present: None

Call to Order

Steve Wahrlich called the meeting to order at 8:33 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 July 10, 2014 Board Minutes

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

Approval of Financial and Variance Report

Request for a motion to approve the July and August Financial and Variance Reports

MOTION: Steve motioned to approve the financial reports; LaRell seconded; Motion carried

The financial review from Schafer and Associates should be finalized within the next month.

Shelli Mann and LaRell Baldwin did a review of random invoices; all looked good. The Board mentioned providing Stakeholders with a chance to look at the financials and see all that the Board does. A discussion ensued about mentioning it at the next YCLA meeting and in the upcoming TBID e-newsletter.

New Business

Tourism Matters Contribution- Tourism Matters assists with lobbying efforts during Montana's legislative sessions. In 2011 and 2013, the Billings TBID contributed funds to Tourism Matters for legislative efforts promoting and defending the tourism industry in Montana. Ahead of the 2015 Montana Legislative Session, Tourism Matters is prepped to engage efforts once again and is acquiring funds in the form of asks from regions, CVB's and other tourism partners.

Request for a motion to fund up to \$2,000 for Tourism Matters

MOTION: Shelli motioned to approve funding \$2,000 for Tourism Matters; Ron seconded; Motion carried

Old Business

BMW MOA Preparations Plan- Alex, Steve and Shelli traveled to St. Paul for the 2014 BMW MOA Rally.

Alex gave a brief presentation on plans/preparations for the 2015 Rally. The purpose of the plan is to build communications/citywide convention strategy blueprint that will actively alert and engage the community for the BMW MOA Rally. Many countries are represented at these rallies, creating an impression on a large group of people. The communication blueprint is broken down into several categories with both Visit Billings staff leads, and key community leaders.

- PR/Communications/Community Engagement

- E-Communication, Media Release, Trailhead Travels, Media Rounds, LiNK Articles
- Business Engagement
 - TTA, Posters, Tool Kit, Restaurants, Retail, Billboards, Connections/Collaborate/Leadership Billings/NextGen, Chamber Membership, YCLA/TBID
- Transportation
 - Road Construction, Trolley, Taxi
- Downtown Billings Preparations
 - Alive After Five Schedule, Downtown Merchants
- Visit Billings Welcome
 - Banners, T-Shirts, Brewery District Tour
- Hotels
 - Shuttles, Rooms/Rates
- MetraPark Operations
 - Tents/Shade, Food Trucks, Showers, Flowers

BMW attendees will start their big push for rooms beginning in December.

Convention Center Research RFP Process Update – The Convention Center Committee has narrowed down the RFP finalists to three and will conduct interviews this month. Committee members include Alex Tyson, Steve Wahrlich, Mayor Hanel and County Commissioner Kennedy. \$25,000 for the study came from Big Sky Trust Grant, augmented by an additional \$25,000 from various other sources. Preliminary results planned for the end of November; first phase is feasibility (can Billings support a Convention Center), and if so, then phase two is how to fund it (operationally, air force, work force).

Chamber Air Service Committee and Logan Airport Follow Up – The Air Service Committee met on August 5. John met with Delta officials in Helena to look at a state wide effort to increase air service into Montana. Delta said there is not a specific spot in Montana to start increasing flights; it will be a process. Delta mentioned that it won't make a difference if a community or city comes to headquarters to plea for flights; need a region or a state to come to them collectively to make a case as to why the state overall should be looked at. Billings needs to create a regional outbound where they encourage people from the region to come to Billings to use its services; increase travelers, lower prices, etc. In addition, Billings needs to encourage and raise awareness amongst locals to fly, not drive. Delta has a Sky Bonus Program where both the flier and the company will receive frequent flier miles. Bozeman is the number one revenue generator for Delta in Montana for corporate fliers. The largest national corporate users in Montana are BNSF, Wells Fargo and GE. The largest headquarter user in Montana is Billings Clinic.

A brief discussion took place on subsidy. Missoula is going to get more aggressive for flight subsidy, while Billings is the only one remaining very firm on not subsidizing flights. Only 2% of tickets sales out of Billings go back to the Airport.

Billings Logan Airport officially approved a \$240,000 study for general behind the scene facility aesthetics including restaurant, coffee, plug-ins, and visitor center improvements. The actual aesthetics of the Airport is going to have to be driven by Visit Billings; need to come up with a strategy for these first and then present to Tom Binford.

Big Sky Basketball Bid – Chris Frye is working on the 2016-2018 Men's Big Sky Basketball Championships. Billings is bidding against Sacramento and Portland. Officials are the biggest line item, but the conference has not included that in the bid. This is good news unless they come back saying they need them. Alex and Chris are going to meet with MSU on September 27. Support from both MSU and UM Athletic Departments. The

tournament would be a three year contract that would take place in March. Only reason that Billings can bid for this tournament is because they were not awarded basketball (awarded soccer and wrestling); can't bid for basketball for three years. However, if Billings doesn't get the bid, they will know in advance if they should bid for state basketball.

Border Wars Volleyball tournament booked for December 12, 2015.

TBID Grant Follow Up – Mike Marsh submitted his report for the TBID Grant for Rase that was above and beyond all expectations. Rase is a reoccurring event.

YAM was awarded dollars for SummerFair, but by the time they got it, it was too late to use. They called and asked if they could use those dollars for the Art of the Brick instead.

Magic City Blues Fest didn't have what they needed to make the shuttle work. The west end didn't see the rooms needed for the shuttle to be beneficial. They want to create a central parking lot on the west end where the hotel would be responsible for getting them there; main shuttle would then take attendees to the Blues Festival. The Board discussed giving Tim with Magic City Blues Festival an early grant amount. The Board is going to see who applies for grants and allow several applicants to present.

Marketing/PACE Update

Visit Billings Team Updates- The Trailhead Tourism Ambassador Program will kick off on October 14, 2014. The program was altered and is two sessions, instead of four, offered once in the fall and once in the spring. The program is designed to inform front line staff on what there is to see and do in Billings.

Vicki-Lynn went to Connect and had 23 meetings, resulting in two RFP's onsite, and several more since then. Budgets are lower, but expectations from planners and groups are still high. They want a high end experience for a discount price. A discussion ensued if Visit Billings should join Helms Briscoe again. Some opportunities are closed off if you are not a partner since they represent a large amount of destinations.

The confidential group for summer of 2016 came back to Visit Billings and said hotel room rates were still too high compared to competing cities. Billings only option was to give another set of lower rates.

Leisure Campaign Update- Delta Sky Magazine partnered with the Billings Logan Airport, Southeast Montana and Big Sky EDA. The Food and Travel Quarterly magazine was a Mountain Destinations feature issue. Getting a photography update with BMW related shots, cultural and Yellowstone River images; focusing on getting views of Billings that are not just the Rims.

Culture Shock Campaign will kick off shortly. There is a phenomenal fall lineup that includes the Blue Man Group, Color Me Rad, Art of the Brick and many others. The campaign encourages people to use #BillingsCultureShock for a chance to win \$250.

Visit Billings' key market takeover for fall is a Delta terminal at the St. Paul Airport from the beginning of December to January 5, 2015. Visit Billings will take over all of the advertising spots and do various creative, such as a life size picture of an animal, encouraging families to take a picture with it and upload it to Visit Billings Facebook page. Doing so will enter them in a drawing for a chance to win tickets to Billings. This key market takeover will produce a lot of brand lift, engagement and excitement. Visit Billings is going to look into running the same creative at the Billings Logan Airport.

Additional Notes- Website traffic to Visitbillings.com is up; 83.38% increase over August 2013 due to improved programmatic placements.

Kelly met with Ad Nation News, shares what destinations are doing great things, and they will feature Billings next week.

The Stakeholder survey is going out in October; there is a printed newsletter wrapping up FY14.

The country music concert that was going to be in February has been signed for September 2015.

The occupancy graph took a big dip with the 2013 Airport closure.

By law, every seven years, the state requires that each CVB send their creative services to bid. Visit Billings is going to put out their bid early since they have an extensive amount of work to be done in the next few years.

Meeting adjourned at 10:15 a.m.

Submitted by Caitlin Helmer

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of September 30, 2014

Year to date revenue over expenses is \$41,513 over budget.

Revenue is \$447 over budget from interest income & TBID sales.

Total expenses are \$41,066 under budget.

- Staff Expenses are \$8,132 under budget from Wages and Health & Accident Expense.

- Administrative Expenses are \$1,075 under budget from the following:
 - Liability Insurance (D&O) is under budget \$405.
 - Meeting expenses are \$715 under budget.
 - Office Supplies are \$2,596 over budget due to the refresh of business cards for the new Visit Billings look.
 - Professional Training is under budget \$2,150 from DMAI travel expenses.

- Marketing Expenses are \$31,858 under budget from the following:
 - Advertising is under budget \$19,196 from the redeemable hotel vouchers and sports marketing.
 - Opportunity is under budget \$1,126.
 - Sales Expense is under budget \$7,006 from the monthly Sports Sales, Convention Incentives and Sales Missions.
 - Tradeshows & Conventions is under budget \$2,600 from anticipated registration fees and travel expenses.
 - Website Expenses are under budget \$1,901 due to timing of when work is performed and necessary.

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

	CURRENT MONTH		YEAR TO DATE		2014-15 Annual Budget	LAST YEAR
	Actual	Budget	September 2014 Actual	September 2014 Budget		September 2013 Actual
	Income					
4001100 · TBID Assessments			764,739.03	764,739.00	1,500,000.00	448,369.70
4001500 · Miscellaneous Income	180.52		446.92		-	666.26
Carryover from 2013-2014					88,357.00	-
Total Income	180.52	-	765,185.95	764,739.00	1,588,357.00	449,035.96
Expense						
5001000 · Staff Expenses						
5007000 · Wages	26,137.08	29,789.00	67,735.22	73,815.00	264,286.00	49,106.75
5007100 · FICA Expense	1,954.10	2,275.00	4,525.85	5,099.00	19,594.00	3,596.97
5007200 · Unemployment Expense	282.42	463.00	790.75	1,131.00	4,913.00	605.10
5007400 · Health & Accident Expense	1,932.18	2,246.00	5,502.34	6,326.00	26,040.00	4,691.40
5007500 · Retirement Expense	1,168.74	1,296.00	2,781.05	3,026.00	12,062.00	2,686.67
5007700 · Workers Compensation Expense	127.50	161.00	362.50	483.00	1,812.00	349.00
5007800 · Staff Employment Expense			50.00	-	-	-
Total 5001000 · Staff Expenses	31,602.02	36,230.00	81,747.71	89,880.00	328,707.00	61,035.89
5009000 · Administrative Expenses						
5009200 · Computers	245.00	250.00	849.97	950.00	7,200.00	1,331.00
5009300 · Equipment & Repair Expense	178.30	400.00	592.74	1,050.00	4,500.00	557.71
5009500 · Liability Insurance	-	-	1,595.00	2,000.00	2,550.00	1,562.00
5009600 · Meeting Expenses	459.51	766.00	910.34	1,625.00	8,350.00	561.85
5009650 · Newsletter Expenses	-	-	500.00	500.00	5,000.00	-
5009700 · Office Supplies	106.57	125.00	3,670.66	1,075.00	2,600.00	499.39
5009750 · Postage	32.52	200.00	2,431.88	2,600.00	8,500.00	274.69
5009800 · Professional Training	247.61	850.00	2,200.04	4,350.00	15,000.00	3,634.65
5009850 · Legal and Accounting	450.00	550.00	450.00	550.00	9,200.00	3,231.50
5009900 · Telephone/Wireless Equipment	473.63	229.17	1,111.84	687.47	2,750.00	354.96
Total 5009000 · Administrative Expenses	2,193.14	3,370.17	14,312.47	15,387.47	65,650.00	12,007.75
5150000 · Marketing Expenses						
5151000 · Advertising	32,994.00	43,500.00	137,303.75	156,500.00	597,000.00	53,256.11
5151500 · Film Recruitment	-	-	-	-	2,000.00	-
5152000 · Opportunity	6,196.25	6,200.00	43,673.60	44,800.00	195,500.00	5,912.02
5152500 · Printed Materials	3,810.09	2,500.00	21,264.74	20,750.00	105,500.00	1,954.40
5153000 · Publicity	2,695.99	5,100.00	14,977.83	15,300.00	29,000.00	10,353.71
5154000 · Sales Expenses	6,579.75	9,500.00	18,619.36	25,625.00	160,500.00	13,051.08
5155000 · Tradeshows/Conventions	4,191.66	6,500.00	9,399.16	12,000.00	62,500.00	7,729.36
5156000 · Visitor Information Center	-	-	779.49	1,000.00	8,600.00	427.15
5156500 · Web Site	1,984.35	3,625.00	4,223.72	6,125.00	33,400.00	3,620.65
Total 5150000 · Marketing Expenses	58,452.09	76,925.00	250,241.65	282,100.00	1,194,000.00	96,304.48
Total Expense	92,247.25	116,525.17	346,301.83	387,367.47	1,588,357.00	169,348.12
	(92,066.73)	(116,525.17)	418,884.12	377,371.53	0.00	279,687.84
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	503,092	595,159	407,203	
		Restricted	125,000	125,000	100,000	
		Total Cash	628,092	720,159	507,203	



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	9				9	36	25%
Room Nights	4,310				4,310	24,000	18%

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	9,466										46,233

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	10.4					7.1

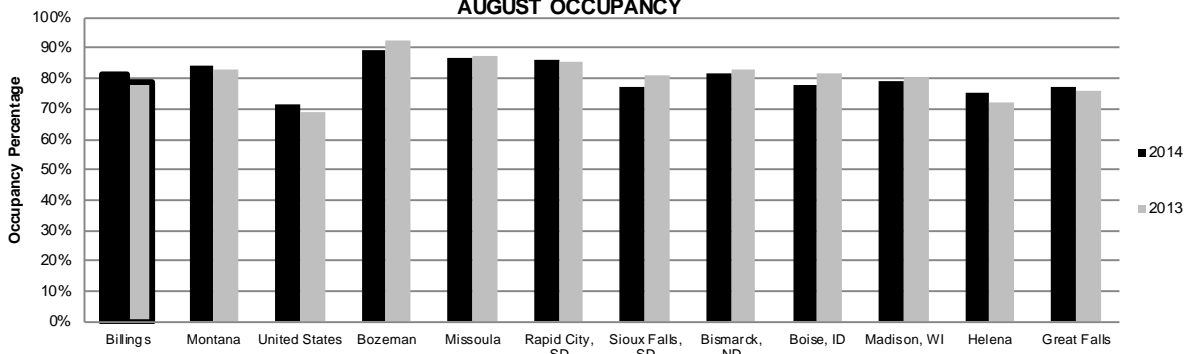
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2014	2013
Billings, MT	69.4%	66.0%
Montana	62.3%	61.1%
United States	66.0%	63.8%
Bozeman, MT	68.4%	68.0%
Missoula, MT	61.6%	60.7%
Rapid City, SD	62.2%	59.9%
Sioux Falls, SD	64.4%	66.3%
Bismarck, ND	71.2%	73.9%
Boise, ID	67.8%	69.1%
Madison, WI	66.6%	66.6%
Helena, MT	60.5%	59.4%
Great Falls, MT	60.1%	60.4%

CURRENT MONTH OCCUPANCY

AUGUST		
LOCATION	2014	2013
Billings, MT	81.6%	78.5%
Montana	84.4%	83.0%
United States	71.6%	69.0%
Bozeman, MT	89.1%	92.4%
Missoula, MT	86.9%	87.1%
Rapid City, SD	86.4%	85.3%
Sioux Falls, SD	77.3%	80.9%
Bismarck, ND	81.6%	82.7%
Boise, ID	78.1%	81.6%
Madison, WI	78.8%	80.6%
Helena, MT	75.1%	71.8%
Great Falls, MT	77.1%	76.1%

AUGUST OCCUPANCY



**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
International Radio Club of America	LR	CVB-S	(35)	1-Jul-14	O	N/A	\$ (7,875)	Q1
Catholic Daughters of the Americas	LR	CVB-S	(1000)	2-Jul-14	O	BHCC, HIGM	\$ (225,000)	Q1
Family Reunion	LR	CVB-S	(40)	10-Jul-14	O	N/A	\$ (9,000)	Q1
Family Reunion	LR	CVB-S	(10)	18-Jul-14	O	N/A	\$ (2,250)	Q1
Family Reunion	LR	CVB-S	(25)	30-Jul-14	O	N/A	\$ (5,625)	Q1
Kiwanis Convention	LR	CVB-S	(200)	1-Aug-14	O	N/A	\$ (45,000)	Q1
Al's Auto & RV Storage	LR	CVB-S	(10)	1-Aug-14	O	N/A	\$ (2,250)	Q1
NADC	LR	CVB-S	(200)	1-Aug-14	O	N/A	\$ (45,000)	Q1
Nutri-Lix Inc	SR	CVB-S	(60)	15-Aug-14	O	N/A	\$ (13,500)	Q1
Human Community Services Division	SR	CVB-S	(300)	15-Aug-14	O	N/A	\$ (67,500)	Q1
Glass Reunion Corvette Club of Billings	LR	CVB-S	(300)	23-Aug-14	O	HIGM	\$ (67,500)	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	VARIABLES	\$ 16,875	Q1
COPS Training	NR	CVB	60	Apr-15	O	TBD	\$ 13,500	Q1
Montana Medical Association FutureSync Int'l	LR	CVB	150	24 to 25-Oct-2014	O	TBD	\$ 33,750	Q1
Hot Bike Pwr Tour	LR	CVB-P	1500	Sep- TBD	CW	TBD	\$ 337,500	Q1
St. John's Lutheran Ministries	LR	CVB-S	(50)	9-Sep-14	O	N/A	\$ (11,250)	Q1
Family Reunion	LR	CVB-S	(100)	10-Sep-14	O	N/A	\$ (22,500)	Q1

RiverstoneHealth	LR	CVB-S	(100)	10-Sep-14	O	N/A	\$ (22,500)	Q1
High School Reunion	LR	CVB-S	(20)	10-Sep-14	O	N/A	\$ (4,500)	Q1
Montana Treasurers Convention	LR	CVB-S	(75)	12-Sep-14	O	N/A	\$ (16,875)	Q1
Global Travel Alliance	LR	CVB-S	(20)	16-Sep-14	O	N/A	\$ (4,500)	Q1
BMW MOA Board Meeting	NR	CVB	90	8 to 12-Oct-14	O	BWCT	\$ 20,250	Q1
Women Stepping Forward for Ag	LR	CVB-S	(125)	23-Sep-14	O	BHR	\$ (28,125)	Q1
Q1 BOOKED EVENTS		9		Q1 ROOM NIGHTS			4,310	
TOTAL BOOKINGS		TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT			
9		4,310			\$ 969,750			

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
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 Convention	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. Convention & Competition	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
American Holistic Nurses Assoc.	TS	CVB	1000	Jun-17	O	TBD	\$ 225,000	Q1
Montana Amateur Hockey Assoc. (MAHA)	LR	CVB-P	1000	27-Feb to 1-Mar-14	SP	TBD	\$ 225,000	Q1
Gluten Intolerance Education Conv.	LR	CVB	80	17-Sep-16	O	BHCC, HIGM, CP	\$ 18,000	Q1
2016-2018 Men's Big Sky Basketball Championship	LR	CVB		Mar 2016-2018	CWSP	ALL	\$ -	Q1
Community Service Bureau	SR	CVB	400	May/June 2016	O	CP, NH, BHCC	\$ 90,000	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
Eagleriders FAM Tour	9	Jul-14	Complete	1 FY 2014-15	\$ 2,025
Power Tour/Site Tour	1	Jul-14	Complete	1 FY 2014-15	\$ 225
Ford Retractable Site Tour	3	Sep-14	Complete	1 FY 2014-15	\$ 675
BMW MOA Site Visit/Brd Mtg	90	Oct-14	Pending	1 FY 2014-15	\$ 20,250

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
Culture Shock	Regional campaign showcasing cultural arts and entertainment, cuisine and historical attractions as reasons to visit Billings this fall

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
Western Association of CVB's	ABQ, NM	AT	Training
Small Market Meetings	Mesa, AZ	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

PROPERTY 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

