



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
JANUARY 8, 2015
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 December 11, 2014 Board Minutes-pages 2-5.....ACTION
- IV.
- V. Approval of December Financial & Variance Reports- M. Stevenson pages 6-7.....ACTION
- VI. New Business.....8:35-9:05
 - a. 2015 At a Glance - A. Tyson.....8:35-8:45
 - i. Sales Update- VL. Terpstra.....8:45-8:50
 - ii. Leisure Marketing Update- K. McCandless.....8:50-8:55
 - iii. Public Relations/Social Media Update- A. Austin.....8:55-9:00
 - iv. Hospitality and Visitor Services - C. Helmer.....9:00-9:05
- VII. Old Business.....9:05-9:40
 - a. Grant Summary- A. Tyson.....9:05-9:20
 - b. Magic City Blues Funding- S. Wahrlich.....9:20-9:30
 - c. Convention Center Research Update- J. Brewer.....9:30-9:40
- VIII. Marketing/PACE Update- pages 8-14.....9:40-9:45
- IX. Adjournment

Future Meeting Dates:

February 12, 2015
March 12, 2015
April 9, 2015

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – DECEMBER 11, 2014

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

Board Members Absent: None

Ex-Officio member Present: None

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

Others Present: Tim Goodridge, *Magic City Blues*

Call to Order

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

Public Comment

Approval of Board Minutes

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

MOTION: Ben motioned to approve the financial reports; Shelli seconded; Motion carried

New Business

Magic City Blues- Tim Goodridge, the promoter with Magic City Blues presented. The addition of South Park as a venue has allowed Magic City Blues to expand. It is too difficult to plan for future events on a city highway (Montana Avenue), so they wanted an alternative site. Logistically, South Park was the best option; close to downtown, easy access, more room, easier to accommodate larger groups. They feel like they can make it more attractive for all ages, as opposed to primarily an adult group when it's located downtown. The festival is going on its fifth year at South Park.

Magic City Blues is considered a Boutique Festival; smaller size, no camping, quality and convenience. Since camping is not allowed, hotels play an important role for this festival. Boutique Festivals appeal to the older demographics, people with disposable incomes, women, since they are the primary decision makers, Billings trade region and destination music fans, both regionally and nationally. The festival markets to parts of Canada, Northern Wyoming and Eastern Montana. The number one ticket outlet is online sales, with Holiday Gas Stations falling in second place. Tim wants to work with the gas stations to track where tickets are sold via zip codes. 25%-30% of attendees come from out of town and a large portion of them stay overnight.

For the first time, the Magic City Blues Festival is moving off the Fair weekend to July 31-August 2, 2015 (a week earlier). The first kick-off for the festival will take place July 30 at St. Johns as part of their summer concert series. This year, Tim is adding a new festival called the Last Best Country Fest, which will be July 10-11, 2015. Last year, the festival sold out of their VIP sections for both nights; encouraged by the growth of the event.

Last year, funding for transportation was secondary, which meant that it was difficult for Tim to advertise that perk to attendees. He is looking to expand the shuttle service and include more properties on the west end, making them a more viable option for attendees. The shuttle system worked great and reduced parking issues.

The festival will offer on-site parking for VIP packages. Tim would like to expand the shuttle service for both events by retaining the downtown shuttles that serviced last year's event, as well as expand the bus route to include the west end properties off of Zoo Drive exit and the Holiday Inn Grand Montana area. The shuttle would happen two to three times an hour and will utilize private transportation, as well as MET transit for those who need handicap accessible transportation.

Tim believes that with the addition of the Last Best Country Fest, earlier in July, ticket sales can be upwards of 4,000-6,000 for out of town guests, generating an additional 500-800 room nights. He plans on working on a system to report and record the logistics for room nights during the two festivals.

Magic City Blues founded a non-profit called Perfect Pitch, whose mission is to build the live music culture in Billings and fund music education for children. They are donating a sound system to Friendship House as part of their "House Band" program, which provides kids on the South Side with a free after school program complete with a professional PA, musical instruments and instructions on how to play. The festival has also donated \$2,000 in parking revenue to Billings Parks and Rec department for their Youth Scholarship Program.

Tim is requesting \$18,000 from the TBID to help with the following components for Magic City Blues Fest and the Last Best Country Fest.

- \$6,000- Promote and market Last Best Country Fest to trade region and into Alberta and Saskatchewan. Primarily local radio and internet.
- \$1,200- Develop and integrate lodging protocol into ticketing and marketing process. When attendees log in to purchase tickets, the hotel accommodations are a part of that. They have the ability to look at different properties and rates.
- \$10,800- Promote and extend shuttle system.

A discussion ensued about the possibility of creating a third stop for the hotels by Amend Park. Tim anticipates that locals will utilize the shuttle service as well. In the future, he would like to look at utilizing the K-Mart parking lot for an additional shuttle stop. The shuttle schedule will be available online and at hotels. Looking at possibly adding the shuttle service from the west end properties to downtown on Friday night. Steve suggested that Tim look at adding \$1 to each ticket to help cover the transportation costs, which could help sustain it for future use. Tim thinks attendees need to see the shuttle system in operation before they invest in it, i.e. sponsorships from businesses. Currently, there is a \$4 charge on each ticket to help offset credit card and ticket fees. Could look at adding that additional dollar to the current charges to help with transportation.

The Last Best Country Fest will follow the same formula as Magic City Blues Fest in terms of getting big name acts. Tim plans on putting the tickets on sale mid-January. The Country festival will be at South Park only, however they remain committed to keeping part of the Blues Fest downtown. Going to capitalize on the food truck culture and will add that to both events. Last year they limited three day passes to 300; going to increase that this year.

A discussion took place about how Magic City Blues Fest utilized dollars from the TBID last year; \$6,000 went to marketing in eastern Montana, as well as to help underwrite buses from Sarpy Transportation. The program with Cape Air didn't work as anticipated. Biggest reason for that was because attendees wanted to have their car so they can shop and load up at stores in Billings before they head home. The demographic using the airplane was typically a single person who didn't want to drive a great distance for the event.

If awarded the funds, the TBID would be the sponsorship from the hotels. However, Tim would like to provide suggestions to attendees on which properties to stay at, in terms of proximity to event and shuttle system. Since the TBID represents all Stakeholders, that could prove to be difficult. It was suggested that he utilize a proximity map to South Park and shuttle services, then add an asterisk next to properties that would provide

their own shuttle if they are not on the route, as well as properties possibly allocating a room block for festival attendees, i.e. click here to get a discount at this hotel.

A discussion ensued about the Boards role in supporting these two festivals. Since Tim needs funding confirmation soon, Steve will let him know that he will be getting support, but will not specify a dollar amount yet.

Old Business

Local Option Sales Taxing Authority- The City of Billings and the EDC have endorsed the local option sales tax; Downtown Billings is looking at supporting it as well. The sales tax would be no more than 4% on goods, and includes hotels. The first step is to get legislative support; not asking them to create tax, but give power to the people to decide. The Billings Chamber conducted a survey and 77% of members support the concept of a local option sales tax that would reduce their property taxes. A minimum of 25% of the funds collected from the tax would go back to the communities' taxes. 69% of Montana registered voters are on board with the local option sales tax.

Property taxes alone cannot support the necessary changes for the city, including quality of life, infrastructure and safety. The tax would be applied to the city only, not county. Information for the tax will be very detailed on the ballot. For example, it will list how much of the possible 4% will go towards public safety, culture, convention center development, etc. It will first be voted on by city council, then Billings' residents. If passed, the bill could provide roughly a \$150-\$200 relief on property taxes.

John is asking for formal support from the TBID. The local option sales tax would increase the current tax already on hotels; it could go from 7% to 11%, plus the \$2 assessment fee. Several Board members expressed concern with how this will impact the TBID when the organization is up for renewal. Afraid that Stakeholder's won't see the value of the TBID if the city is getting an additional 4%. Board has to approach this from the stakeholders and clientele perspective, not from personal.

A discussion took place regarding the possibility of losing Wyoming and other out of state travelers if the bill is passed. If Billings is no longer a tax free destination, how much could that impact room nights and overall spending? On the other hand, travelers are accustomed to the variety in Billings and like to come here because of the quality and quantity of services and goods offered and the tax would be lower.

Shelli made a motion that the TBID Board of Directors stand in support of the Billings Chamber going to legislature to seek approval for the Local Option Sales Taxing Authority.

MOTION: Ginny seconded the motion to support the Billings Chamber's efforts. Motion carried; Ron Spence opposed.

Hotel Vouchers- A total of 18 vouchers have been redeemed for FY2015 (as of November 30, 2014).

MSP Update-The marketing campaign is going well in Minneapolis. Alex and Kelly are going on the Big J show next Thursday to talk about it; working on getting other local stations to promote the campaign as well. Currently, there have been 10 entries to the photo contest, which is less than anticipated. There have been several comments from people saying that they enjoy the campaign. The main purpose of the marketing campaign is to increase presence and brand lift for Billings. Travelers are really engaging with the campaign when they walk by and the takeover is doing what is intended.

Marketing/PACE Update- Visit Billings is moving to contract with a confidential group. Staff is working on creating a room demand graph and will send that out to Board members in the next few weeks. A discussion took place about whether or not the Board is interested in doing an early strategic 2015 planning session. Look

at who Visit Billings is as an organization, the marketing plan, and who the organization wants to be in the coming years. Board is in support of the early planning session and wants to open it up to all stakeholders.

Additional Notes- Board conversed that the TBID cannot be an ongoing shuttle system for the music festivals discussed earlier in the meeting. They could support this year, but don't want to be the only source of revenue for the shuttle next year. Alex or Steve will contact Tim and let him know the Board is willing to fund the festivals, but provide some suggestions.

Meeting adjourned at 10:25 a.m.

Submitted by Caitlin Helmer

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of December 31, 2014

Year to date revenue over expenses is \$104,845 over budget.

Revenue is \$826 over budget from interest income & TBID sales.

Total expenses are \$104,019 under budget.

- Staff Expenses are \$18,823 under budget from anticipated staffing changes.

- Administrative Expenses are \$9,540 under budget from the following:
 - Computer expenses are under budget \$2,098.
 - Meeting expenses are \$2,126 under budget from various meetings.
 - Newsletter expenses are under budget \$1,500 from timing of the stakeholder newsletter.
 - Office Supplies are \$2,620 over budget due to the refresh of business cards for the new Visit Billings look.
 - Professional Training is under budget \$5,344.
 - Legal & Accounting is under budget \$1,048 from legal expenses.
 - Telephone Wireless Equipment is over budget \$967 for TBID's portion of the office phone lines.

- Marketing Expenses are \$75,656 under budget from the following:
 - Advertising is under budget \$35,444 from the redeemable hotel vouchers, sports marketing and Hunting/Fishing Leisure Advertising.
 - Opportunity is under budget \$11,591 for Sports Events and General Opportunity.
 - Publicity is under budget \$1,832 from the TTA Program and Sponsorship opportunities.
 - Sales Expense is under budget \$14,267 from the monthly Sports Sales, Sports Recruitment, Sports Fams, Sports Incentives and Sales Missions.
 - Tradeshows & Conventions is under budget \$3,490 from anticipated registration fees and travel expenses.
 - Website Expenses are under budget \$9,141 due to timing of when work is performed and necessary.

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

December 2014

	CURRENT MONTH		YEAR TO DATE		2014-15 Annual Budget	LAST YEAR
	Actual	Budget	December 2014	December 2014		December 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	89.38	-	826.44	-	-	3,782.97
Carryover from 2013-2014	-	-	-	-	88,357.00	-
Total Income	89.38	-	765,565.47	764,739.00	1,588,357.00	452,152.67
Expense						
5001000 · Staff Expenses						
5007000 · Wages	18,583.50	20,787.00	123,060.76	137,378.00	264,286.00	87,955.25
5007100 · FICA Expense	1,479.57	1,586.00	8,814.57	9,949.00	19,594.00	6,520.67
5007200 · Unemployment Expense	67.50	399.00	1,108.03	2,392.00	4,913.00	809.75
5007400 · Health & Accident Expense	1,991.63	2,246.00	11,344.23	13,064.00	26,040.00	7,034.57
5007500 · Retirement Expense	946.30	855.00	5,459.83	5,816.00	12,062.00	5,210.71
5007700 · Workers Compensation Expense	137.50	141.00	765.00	926.00	1,812.00	628.00
5007800 · Staff Employment Expense	-	-	150.00	-	-	829.00
Total 5001000 · Staff Expenses	23,206.00	26,014.00	150,702.42	169,525.00	328,707.00	108,987.95
5009000 · Administrative Expenses						
5009200 · Computers	292.50	2,400.00	1,752.47	3,850.00	7,200.00	3,871.30
5009300 · Equipment & Repair Expense	279.15	400.00	1,300.60	2,250.00	4,500.00	1,169.92
5009500 · Liability Insurance	-	-	2,095.00	2,550.00	2,550.00	2,062.00
5009600 · Meeting Expenses	244.14	670.00	1,776.29	3,902.00	8,350.00	1,233.35
5009650 · Newsletter Expenses	500.00	2,000.00	1,000.00	2,500.00	5,000.00	-
5009700 · Office Supplies	758.37	525.00	4,469.52	1,850.00	2,600.00	968.88
5009750 · Postage	-	-	5,893.72	5,500.00	8,500.00	571.05
5009800 · Professional Training	145.00	2,000.00	5,405.59	10,750.00	15,000.00	3,634.65
5009850 · Legal and Accounting	602.00	550.00	1,052.00	2,100.00	9,200.00	3,731.50
5009900 · Telephone/Wireless Equipment	424.10	229.17	2,341.89	1,374.98	2,750.00	624.92
Total 5009000 · Administrative Expenses	3,245.26	8,774.17	27,087.08	36,626.98	65,650.00	17,867.57
5150000 · Marketing Expenses						
5151000 · Advertising	15,859.45	36,000.00	296,556.31	332,000.00	597,000.00	141,259.36
5151500 · Film Recruitment	-	500.00	-	500.00	2,000.00	-
5152000 · Opportunity	5,746.56	16,200.00	76,809.36	88,400.00	195,500.00	17,845.14
5152500 · Printed Materials	1,633.10	1,000.00	24,849.79	23,750.00	105,500.00	9,055.32
5153000 · Publicity	2,569.76	2,500.00	19,168.35	21,000.00	29,000.00	12,353.71
5154000 · Sales Expenses	4,466.26	7,000.00	39,858.20	54,125.00	160,500.00	31,934.89
5155000 · Tradeshow/Conventions	376.31	-	12,510.00	16,000.00	62,500.00	10,365.00
5156000 · Visitor Information Center	850.00	950.00	1,657.99	2,150.00	8,600.00	1,878.53
5156500 · Web Site	2,155.10	8,625.00	7,608.77	16,750.00	33,400.00	10,822.10
Total 5150000 · Marketing Expenses	33,656.54	72,775.00	479,018.77	554,675.00	1,194,000.00	235,514.05
Total Expense	60,107.80	107,563.17	656,808.27	760,826.98	1,588,357.00	362,369.57
	(60,018.42)	(107,563.17)	108,757.20	3,912.02	-	89,783.10
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	192,965	252,984	217,298	
		Restricted	125,000	125,000	100,000	
		Total Cash	317,965	377,984	317,298	



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	9	5			14	36	39%
Room Nights	4,310	3,850			8,160	24,000	34%

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	9,396	10,001	9,282							74,912

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	7.3	12.6	3.4		7.4

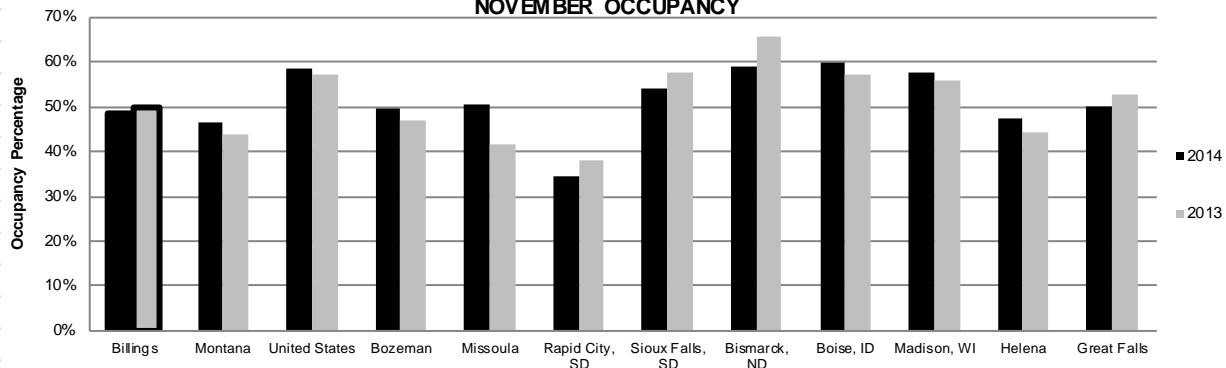
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2014	2013
Billings, MT	66.8%	64.1%
Montana	61.7%	59.7%
United States	65.5%	63.2%
Bozeman, MT	67.4%	66.3%
Missoula, MT	61.5%	59.4%
Rapid City, SD	60.3%	59.1%
Sioux Falls, SD	64.3%	66.3%
Bismarck, ND	71.7%	74.9%
Boise, ID	67.8%	68.2%
Madison, WI	67.3%	67.0%
Helena, MT	59.7%	58.2%
Great Falls, MT	59.9%	59.6%

CURRENT MONTH OCCUPANCY

NOVEMBER		
LOCATION	2014	2013
Billings, MT	48.4%	49.8%
Montana	46.3%	43.7%
United States	58.7%	57.3%
Bozeman, MT	49.4%	47.0%
Missoula, MT	50.3%	41.8%
Rapid City, SD	34.3%	38.1%
Sioux Falls, SD	54.2%	57.5%
Bismarck, ND	59.0%	65.8%
Boise, ID	59.7%	57.1%
Madison, WI	57.6%	56.0%
Helena, MT	47.4%	44.1%
Great Falls, MT	50.1%	52.5%

NOVEMBER 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	CW	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 Conven	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	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	VARIES	\$ 16,875	Q1
COPS Training	NR	CVB	60	Apr-15	O	CP	\$ 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-15	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
Riverstone Health	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
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Montana Amateur Hockey Assoc. (MAHA)	LR	CVB-P	1,250	27-Feb to 1-Mar-14	SP	TBD	\$ 281,250	Q2
All-American NDN Invitational	SR	CVB-P	1,000	11 to 13-Dec-2014	SP	HGI	\$ 225,000	Q2
Magic City Regional Bridge Tournament	LR	CVB-S	(150)	Oct-14	O	N/A	\$ (33,750)	Q2
Assoc. for Education of Young Children	LR	CVB-S	(500)	Oct-14	O	N/A	\$ (112,500)	Q2
MMEC Compete Smart Mfg Conference	LR	CVB-S	(300)	Oct-14	O	N/A	\$ (67,500)	Q2
St. Vincent's	LR	CVB-S	(10)	Oct-14	O	N/A	\$ (2,250)	Q2
Wedding	SR	CVB-S	(50)	Oct-14	O	TBD	\$ (11,250)	Q2
Montana Violent Crime Prevention	LR	CVB-S	(150)	Oct-14	O	N/A	\$ (33,750)	Q2
Family Reunion	LR	CVB-S	(60)	Dec-14	O	N/A	\$ (13,500)	Q2
NCAT/Harvest Clean Energy Conference	SR	CVB	300	30-Sep to 2-Oct-2015	O	BHCC	\$ 67,500	Q2
Women of Faith	NR	CVB	1,000	24 to 25-Apr-15	O	N/A	\$ 225,000	Q2
MTStockgrowers	SR	CVB-P	300	11 to 13-Dec-2014	O	HIGM	\$ 67,500	Q2
NCAA DII XC	LR	CVB-S	(1,500)	22-Nov-14	SP	ALL	\$ 337,500	Q2
Q2 BOOKED EVENTS			5			Q2 ROOM NIGHTS		3,850
TOTAL BOOKINGS				TOTAL ROOM NIGHTS		TOTAL ECONOMIC IMPACT		
14				8,160		\$	1,836,000	

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
Int'l Boxing Federation Annual Conven.	NR	CVB	750	May/June-16 or 17	O	CP, NH	\$ 168,750	FY13-14 Q4
Confidential Group	LR	CVB	25,000	Summer 2016	CW	TBD	\$ 5,625,000	FY13-14 Q4
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-16 or 17	O	NH,CP	\$ 36,000	Q1
Gluten Intolerance Education Conv.	LR	CVB	80	17-Sep-16	O	BHCC, HIGM, CP	\$ 18,000	Q1
2016-2018 Men's Big Sky B-ball 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
Nat'l Indian Health Board Consumer Conference	NR	CVB	1180	25 to 29-Sep-17 (31-Dec-14)	O	HIGM	\$ 265,500	Q2
Great Plains Tree Pest Council	LR	CVB	90	21 to 23-Jul-15	O	CP, NH	\$ 20,250	Q2

SITE TOURS/FAM TOURS/HOSPITALITY				
NAME	ROOM NIGHTS	DATE	ACTION	QTR. TOURED
Eagleriders FAM Tour	9	Jul-14	Complete	1 FY 2014-15
Hot Bike Power Tour	1	Jul-14	Complete	1 FY 2014-15
Ford Retractable Site Tour	3	Sep-14	Complete	1 FY 2014-15
BMW MOA Site Visit/Board Mtg	90	Oct-14	Complete	1 FY 2014-15
Confidential Group	2	Oct-14	Complete	2 FY 2014-15
Int'l Boxing Federation- Lou Priluker	2	Nov-14	Complete	3 FY 2014-15

LOST BUSINESS			
NAME	REASON	YEAR	LOST TO
None			

CANCELLED BUSINESS						
NAME	SOURCE	ROOM NIGHTS	MONTH/ YEAR	TYPE	REASON	ECONOMIC IMPACT
Northern Classic Regional Soccer Tournament	CVB-P	1500	Jul-14	CWSP	Not enough teams	\$ 337,500
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
Regional Holiday Survival Guide	A regional promotion encouraging people to thrive in Billings this holiday season include an advent calendar interaction serving up daily opportunities for engagement
MSP Takeover	Launching Thanksgiving week and running through the first week of January. Taking over one of Delta's terminals
Winter promotion to choose your Billings getaway	family friendly, spa escape, or hit the slopes. Will run through March with one giveaway each month

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
Smart Meetings	Vail, CO	VLT	Tradeshow
TAC Meeting	Miles City, MT	AT	State Updates
MLHA	Billings, MT	AT	Annual Convention
DMAI Sales Academy II	New Orleans, LA	VLT	Training
Cowboy Christmas	Las Vegas, NV	VLT, AA	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

