



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
MAY 14, 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 April 9,2015 Board Minutes-pages 2-4.....ACTION
- IV. Approval of April Financial & Variance Reports- M. Stevenson-pages 5-6.....ACTION
- V. New Business.....8:35-9:55
 - a. FY16 Marketing Plan and Budget Presentation-Visit Billings Team.....ACTION
 - b. Bylaws.....ACTION
 - c. Air Service/Marketing-S. Wahrlich-page 7.....ACTION
 - i. Tom Binford, *Director of Aviation and Transit COB, Logan Airport*
- VI. Old Business.....9:55-10:00
 - a. Open TBID Board Seat- S. Mann.....Discussion
- VII. Marketing/PACE Update- pages 8-16.....10:00-10:05
- VIII. Adjournment

Future Meeting Dates:

June 11, 2015

Managed by the Billings Chamber of Commerce



**BOARD OF DIRECTORS
MINUTES –APRIL 9, 2015**

Board Members Present: Steve Wahrlich (phone), Shelli Mann, Ron Spence, Ben Kerns, LaRell Baldwin

Board Members Absent: Joyce Bratland

Ex-Officio member Present: None

Staff Present: Alex Tyson, Kelly McCandless, Chris Frye (phone), Alyssa Hall

Others Present: Ginny Hart

Call to Order

Shelli Mann called the meeting to order at 8:34 a.m. in the Billings Chamber and Visit Billings Board Room. Alex introduced the Chamber/Visit Billings' newest staff member, Alyssa Hall. Alyssa is the Visitor and Member Services Assistant.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve the March 12, 2015 Board Minutes

MOTION: Ben motioned to approve the minutes; LaRell seconded; Motion carried

Approval of Financial and Variance Report

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

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

New Business

Local Government Entity Audit- The he state of Montana made the TBID aware that since it is technically part of the City of Billings with revenue over \$500,000, it must undergo a full audit annually. The expectation is that Matt Schaefer (current accountant on approved state list) will agree to do the audit next year, which will cost approximately \$7,000, while an accountant not familiar with our organization would cost closer to \$10,000. Megan recommends the TBID hire Matt Schaefer. The need for an audit does not affect this FY.

Assessment Overage- An unnamed entity overpaid on property taxes, meaning the TBID collection was not accurate. Steve recommends the TBID cut the property a check for a clean reimbursement.

Shelli made a motion to cut a check to refund the overage to the property. Ron seconded; motion carried.

Old Business

Big Sky Conference Bid/Site Inspection- Chris Frye reported that the Big Sky Conference thinks we have the best group, the best bid, and the best financials. However, they will book with Reno since they can host men's and women's tournaments at one time in a walkable Olympic Village (hotels directly across from the playing facilities). The representative from the Conference said to reiterate they've never been treated as well as they were in Billings. We laid exceptional groundwork for future efforts and our sincerity was felt and difficult to turn down. Bottom line, hotel proximity is more accommodating to them in Reno. Once the news is announced officially, Visit Billings will send a press release. Once it's official.

Finally, Chris recommends new basketball floors and elevated signage that will show well on television to help position us for future bids. MetraPark has confirmed they will work to put new flooring in to future CIP budgets and would rent signage, helping our cause.

NJHFR- We have until May 17th to submit our second bid. Chris and Bo Wagner (Vintage 5) met with rodeo reps in Denver and they like Billings for the contract, Billings simply needs to confirm 800 campsites are doable at Metra. United Rentals is developing spider water and electric for the sites. Visit Billings offered \$50,000 in marketing support with the understanding we will offset our costs with sponsorships. The rodeo would bring 1,200-1,500 participants for one week around July 4th. Chris will have an upcoming year report in the coming months.

Watchtower Contract 2016-2020- Watchtower is working with Metra on a five-year contract and has asked Visit Billings to once again contract for support for the next 5 years. They are requesting:

2016 - \$3,800

2017 - \$4,000

2018 - \$4,200

2019 - \$4,500

2020 - \$4,750

In our current contract for 2015, we will pay them \$3,670. Shelli made a motion to financially support Watchtower as outline in the proposal. Steve seconded; discussion opened.

Ron made a note that Watchtower should advertise all hotels online. Steve made the point that hotels can set their rates wherever they'd like, regardless of Watchtower requests. But, TBID represents all properties and while some have frustrations with this business, others benefit.

Shelli called for questions and put the motion to vote. Motion carried unanimously.

Shelli requested Alex ask Watchtower to add a link to VisitBillings.com/stay on their materials.

Open Board Seat/Treasurer Position- Joyce volunteers to be treasurer. Shelli made a motion for Joyce to take the position. Ron seconded; motion carried.

Alex clarified this appointment is only through the remainder of this FY. New officers will be voted on in the coming months for next FY.

Ginny is applying for the open seat. Ron noted that Joe Studiner also applied.

The deadline to submit applications is June 5th. This deadline also applies to current members looking to apply for second terms.

Legislative Update- Steve provided an updated on several bills currently seeing action at the legislature that impact tourism.

Convention Center Update- Steve updated the Board on the status of the convention center discussion. The TBID Board is invited to the Chamber Board meeting on April 20th to provide their perspective. It was noted that the TBID will not speak as an entity since opinions vary and there has been no action taken regarding the final HVS study by the TBID Directors. Each director can speak from his or her property perspective, only. Additionally, it was noted the April 20th meeting is closed to the public, but TBID board members are invited. No action on the topic will be taken at the Chamber Board meeting.

The main points expected to be covered are financial – how would such a facility be financed and how would any shortfall be covered? During the state TBID meeting, it appeared all other communities doing this type of research in Montana are stuck in this same place.

Additional Topics Discussed:

Eagle's Concert update- Concert is sold out, but TBID may still owe per the agreement. Final numbers will come later.

Airport- Many communities are providing revenue guarantees to airlines. Billings must seek methods to be more competitive.

Marketing/PACE Update-

Alex presented the PACE report as indicated in the board packet. She also noted that Caitlin Helmer will return from maternity leave on April 20th. Ron noted that the BMW site does not list rates and blocks for their rally here, and several hotels are not even close to filling their blocks. Alex will work with BMW on this.

Shelli provided an informal update on the Yellowstone Kelly Interpretive Site project.

Meeting adjourned at 9:45 a.m.

Submitted by Kelly McCandless

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of April 30, 2015

Year to date revenue over expenses is \$218,870 over budget.

Revenue is \$91,360 over budget from TBID assessments and interest income.

Total expenses are \$127,510 under budget.

- Staff Expenses are \$32,757 under budget from anticipated staffing changes. *Savings from Staff Expenses will be used to offset increases in other items.*

- Administrative Expenses are \$5,590 under budget from the following:
 - Computer expenses are under budget \$2,866 from new computer purchases and software.
 - Equipment & Repair expense is under budget \$1,784 from office equipment.
 - Meeting expenses are \$2,150 under budget from various meetings.
 - Newsletter expenses are under budget \$3,000 from timing of the stakeholder newsletter.
 - Office Supplies are \$2,294 over budget due to the refresh of business cards for the new Visit Billings look.
 - Postage is over budget \$7,467 the large demand of visitor guides and CVB mail.
 - Professional Training is under budget \$5,090.
 - Legal & Accounting is under budget \$2,068 from the annual review fees paid to Schafer & Associates and anticipated legal fees.
 - Telephone Wireless Equipment is over budget \$2,062 for TBID's portion of the office phone lines.

- Marketing Expenses are \$89,163 under budget from the following:
 - Advertising is over budget \$13,466 from Leisure.
 - Film Recruitment is under budget \$1,000.
 - Opportunity is under budget \$10,590 for General Opportunity and Grants.
 - Printed Materials is under budget \$11,563 from the Meet Local campaign, Welcome/Recruitment banners, Scenic Drive program and the Visit Billings video.
 - Publicity is under budget \$4,459 from the TTA Program, Sponsorship opportunities and In Room gifts.
 - Sales Expense is under budget \$39,565 from the monthly Sports Sales, Sports Incentives, Sports Fams, Sales Missions, Instate Sales and Attendance Building.
 - Tradeshows & Conventions is under budget \$20,190 from anticipated registration fees and travel expenses. *Savings will be used to offset increases in other items.*
 - Visitor Information Center is \$2,142 under budget from signage and volunteer expense.
 - Website Expenses are under budget \$13,120 due to timing of when work is performed and necessary.



Issue Background Paper

Topic: The Chamber in partnership with Big Sky Economic Development, Billings Tourism Business Improvement District (TBID) and Billings Logan Airport is recommending the community offers a financial guarantee to an airline to increase current destination service in Billings.

Background: The Chamber and TBID currently have a policy to not offer incentives to airlines: *Quality air service that connects Billings to national and regional destinations is a significant driver of our economy and quality of life. Business and tourism is reliant upon complete, affordable and direct service to connect Billings. The Chamber in partnership with the Billings Tourism Business Improvement District supports assisting airlines that provide service to new destinations with marketing and promoting the new service. This will better position the service for success. The Chamber and TBID do not currently support monetary incentives to be used to promote potential new airline services to existing markets.*

Rationale on the development of this policy: The risk in offering new destination service is that it is not increasing passengers simply displacing them. This could result in an existing carrier reducing service or leaving the market.

We feel the existing market has seen relative steady yet slow growth for years and that a risk may be necessary to ensure better service for today and the future. However, new routes and incentives will not make our service area grow quicker, nor should one expect significant airline ticket price changes.

Recommendation: Work closely with Tom Binford and his consultants to identify the best route for increased service. Next steps include:

1. Temporarily lift the current policy and allow for the pursuit of this guarantee. (May 18 -Chamber Board action)
2. Through Big Sky ED, apply for a federal grant (approx. \$750,000). (EDC - May 14 Board - action)
3. Seek support from the TBID to fund a \$200,000 match. The match would be used for marketing, should a flight be secured. TBID will also pay \$20,000 for the consultant/grant; budget \$30,000 for airport improvements and \$30,000 for regional marketing promoting 'Fly Billings.' (TBID – May 14 Board action)
4. GRANT ISSUED MID MAY 2015
5. Retain the consulting services when grant(s) are issued.
6. Approach private businesses to offset the costs with a goal of raising \$50,000. (May 19)
7. Tom Binford (Logan Airport) to meet with existing carriers and new carrier prospects based on desired routes recommended by the consultants. (June 1-2 event)
8. GRANT DUE MID JUNE 2015

Action Requested Today:

Approve the concepts and timelines above and request support from the full Chamber Board May 18.



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	9	5	18	3	35	36	97%
Room Nights	4,310	3,850	44,480	3,524	56,164	24,000	234%

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	16,063	18,363	16,728	17,306			143,372

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 2015

	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	9.9	3.1	-0.6										3.4

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	9.4	7.5

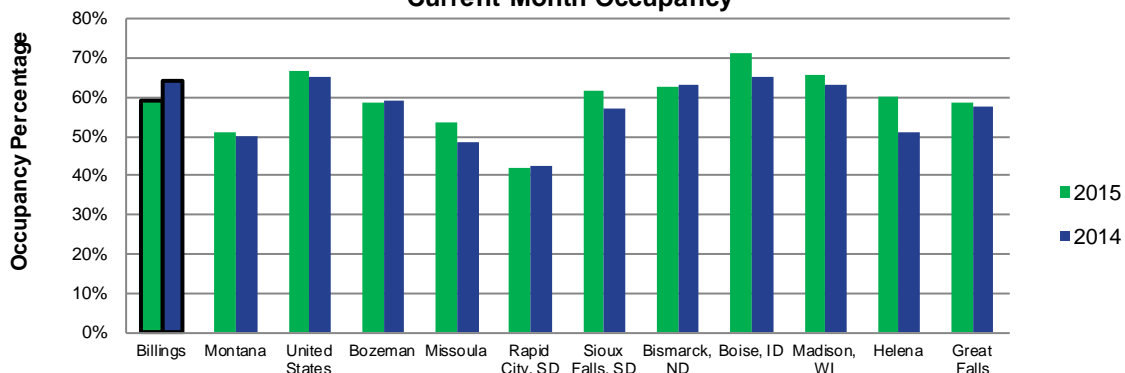
YTD OCCUPANCY

PAST 12 MONTHS			
LOCATION	2015	2014	
Billings, MT	52.4%	55.0%	
Montana	46.6%	44.7%	
United States	61.1%	59.3%	
Bozeman, MT	53.6%	51.8%	
Missoula, MT	44.9%	41.9%	
Rapid City, SD	40.6%	41.5%	
Sioux Falls, SD	54.4%	52.2%	
Bismarck, ND	61.7%	60.4%	
Boise, ID	63.2%	58.0%	
Madison, WI	57.3%	55.9%	
Helena, MT	53.0%	46.7%	
Great Falls, MT	54.2%	50.0%	

CURRENT MONTH OCCUPANCY

MARCH			
LOCATION	2015	2014	
Billings, MT	58.9%	64.3%	
Montana	51.2%	50.0%	
United States	66.8%	65.3%	
Bozeman, MT	58.7%	58.9%	
Missoula, MT	53.5%	48.6%	
Rapid City, SD	41.9%	42.5%	
Sioux Falls, SD	61.4%	57.0%	
Bismarck, ND	62.6%	63.2%	
Boise, ID	71.0%	65.3%	
Madison, WI	65.7%	62.9%	
Helena, MT	60.1%	50.8%	
Great Falls, MT	58.7%	57.8%	

Current Month 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
Amer. Assoc. of Petroleum Geologists	LR	CVB-P	435	25 to 27-Jun-17	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 Comm. Services Divis.	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 Feder.	TS	CVB	450	Nov-14	O	BHCC	\$ 101,250	FY13-14 Q4
Int'l Chevy Nomad	LR	CVB	1,250	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 V-ball Tourn.	LR	CVB-P	75	5 & 6-Sep-14	SP	VARIES	\$ 16,875	Q1
COPS Training	NR	CVB	60	Apr-15	O	CP	\$ 13,500	Q1
Montana Medical Assoc. FutureSync Int'l	LR	CVB	150	24 to 25-Oct-14	O	TBD	\$ 33,750	Q1
Hot Bike Power Tour	LR	CVB-P	1,500	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-14	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-15	O	BHCC	\$ 67,500	Q2
Women of Faith	NR	CVB	1,000	24 to 25-Apr-15	O	N/A	\$ 225,000	Q2
NCAA DII XC	LR	CVB-S	(1,500)	22-Nov-14	SP	ALL	\$ (337,500)	Q2
MT Stockgrowers	SR	CVB-P	300	11 to 13-Dec-14	O	HIGM	\$ 67,500	Q2
Q2 BOOKED EVENTS		5		Q2 ROOM NIGHTS			3,850	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Great Plains Tree Pest Cncl	LR	CVB	90	21 to 23-Jul-15	O	CP	\$ 20,250	Q3

Sanderson Stewart Employee Mtg	LR	CVB-P	20	24 to 25-Feb-15	O	CP	\$ 4,500	Q3
MT Pro Rodeo Hall of Fame	LR	CVB-P	150	31-Jan-15	O	HIGM	\$ 33,750	Q3
Billings Symphony's Gone Country	LR	CVB-P	45	14-Mar-15	O	N/A	\$ 10,125	Q3
ZooBoards	LR	CVB-P	25	May-Jul-15	O	N/A	\$ 5,625	Q3
Audia Group Annual Meeting	LR	CVB-P	(700)	18 to 22-May-15	O	CP	\$ (157,500)	Q3
Montana Green Expo	LR	CVB-S	(150)	6-Jan-15	O	N/A	\$ (33,750)	Q3
Offline- Billings Public Library	LR	CVB-S	(120)	6-Jan-15	O	N/A	\$ (27,000)	Q3
Yellowstone Conservation District	LR	CVB-S	(100)	20-Jan-15	O	N/A	\$ (22,500)	Q3
MSUB Jazz Festival	LR	CVB-S	(200)	26-Jan-15	O	N/A	\$ (45,000)	Q3
Billings Amateur Hockey Tourn.	LR	CVB-S	(150)	24-Feb-15	SP	N/A	\$ (33,750)	Q3
Confidential Group	LR	CVB	25,000	Summer 2016	CW	TBD	\$ 5,625,000	Q3
Stockman Bank Magic City Classic	LR	CVB-P	2,500	2 to 3-May-15	CWSP	HIGM and others	\$ 562,500	Q3
Heart and Sole	LR	CVB-P	550	21-Jun-15	CWSP	ALL	\$ 123,750	Q3
All-Class State Wrestling Tourn	SR	CVB-P	8,000	13 to 14-Feb-15	CWSP	ALL	\$ 1,800,000	Q3
Montana State Cup Soccer Tournament	LR	CVB-P	2,500	19 to 21-June-15	CWSP	ALL	\$ 562,500	Q3
Ford Retractable Club	NR	CVB	525	9 to 15-Jul-17	O	BHCC	\$ 118,125	Q1
N. Classic Soccer Tourn.	LR	CVB-P	2,700	25 to 27-Jun-15	CWSP	ALL	\$ 607,500	Q3
Ice Breaker Hockey Tourn.	LR	CVB-P	125	1-Mar-15	SP	TBD	\$ 28,125	Q3
Sons of Norway	LR	CVB-S	(70)	9-Mar-15	O	TBD	\$ (15,750)	Q3
GNAC Bball Championships	LR	CVB-S	(700)	4 to 7-Mar-15	SP	Crowne, BWCT	\$ (157,500)	Q3
Museums Association of Montana Ann. Conference	SR	CVB-S	(100)	11-Mar-15	O	TBD	\$ (157,500)	Q3

Cellular Plus-Manager Mtng	LR	CVB	(90)	14-Mar-15	O	TBD	\$ (20,250)	Q3
Rimrock Foundation	LR	CVB-S	(150)	19-Mar-15	O	TBD	\$ (33,750)	Q3
USBC-Greater Yellowstone Valley	LR	CVB-S	(300)	30-Mar-15	O	TBD	\$ (67,500)	Q3
Gluten Intolerance Educ. Conv.	LR	CVB	50	16 to 17-Sep-15	O	BHCC	\$ 11,250	Q3
Big Sky VolleyFest	LR	CVB-P	700	1 to 3-May-15	SP	TBD	\$ 157,500	Q3
Class C State Basketball Tourn. (Boys)	SR	CVB-P	1,500	12 to 14-Mar-15	CWSP	ALL	\$ 337,500	Q3
Q3 BOOKED EVENTS			18			Q3 ROOM NIGHTS		44,480
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Montana National Guard Officers	SR	CVB-S	(100)	13-Apr-15	O	TBD	\$ (22,500)	Q4
Annual Livestock Markt. Assoc Conven. & Comp	NR	CVB-P	804	Jun-17	O	CP, NH	\$ 180,900	Q4
Cremer Wedding	LR	CVB	20	26 to 27-Jun-15	O	BHR	\$ 4,500	Q4
ASA Fastpitch Soft Ball	LR	CVB	2,700	9 to 12-July-14	CWSP	ALL	\$ 607,500	Q4
Big Sky Volleyfest	LR	CVB-S	(90)	1-May-15	CWSP	TBD	\$ (20,250)	Q4
NADO Research Foundation	NR	CVB-S	(55)	4-May-15	O	TBD	\$ (12,375)	Q4
Montana Beer & Wine Distrib. Association	LR	CVB-S	(40)	4-May-15	O	NH	\$ (9,000)	Q4
GNAC Baseball	LR	CVB-S	(90)	5-May-15	SP	TBD	\$ (20,250)	Q4
Q4 BOOKED EVENTS			3			Q4 ROOM NIGHTS		3,524
TOTAL BOOKINGS			TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT		
35			56,164			\$ 12,636,900		

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 Volkspots Asc.	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
IUPA: Int'l Union of Police Assoc.	TS	CVB	160	Sep-16 or 17	O	CP, NH	\$ 36,000	Q1
Nat'l Indian Health Board Consumer Conference	NR	CVB	1180	25 to 29-Sep-18-19-20	O	CP, NH	\$ 265,500	Q2
Farm Bureau Annual Meeting	SR	CVB	480	Nov-16 & 17	O	CP, NH, BHCC	\$ 108,000	Q3
NSA DaNang Association	NR	CVB	365	1-Apr-17	O	BHCC, CP, BHR, HGI, HIGM	\$ 82,125	Q3
ASR ARS Association	NR	CVB	295	1-Sep-16	O	BHCC, CP, BHR, HGI, HIGM	\$ 66,375	Q3
USS Skagit Association	NR	CVB	295	1-Sep-16	O	BHCC, CP, BHR, HGI, HIGM	\$ 66,375	Q3
Military Order of the World Wars	RR	CVB	275	Aug-17	O	BHCC, BHR, CP, NH, HIGM	\$ 61,875	Q4

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
Livestock Marketing Association	0	Feb-15	Complete	3 FY 2014-15
National Jr. High Finals Rodeo	0	Mar-15	Complete	3 FY 2014-15
Jed Vaughn	3	Mar-15	Complete	3 FY 2014-15
Betina Bek	1	Apr-15	Complete	4 FY 2014-15
NSA DaNang Association	1	Apr-15	Complete	4 FY 2014-15

ASR ARS Association	1	Apr-15	Complete	4 FY 2014-15
USS Skagit Association	1	Apr-15	Complete	4 FY 2014-15
CACI	3	Apr-15	Complete	4 FY 2014-15
BMW MOA Site Visit/Board Mtg	9	Apr-15	Complete	4 FY 2014-15

LOST BUSINESS			
NAME	REASON	YEAR	LOST TO
National Sheriffs Assoc. Conference	Size of meeting space in one area. 3,000 people.	2020	N/A
Community Service Bureau	No training program will be held this year; held in 2016	2016	N/A
Daktronics	Flight rates and perception of flight availability/ease. 25 people.	Feb-15	N/A
2016-2018 Men's Big Sky Basketball Championship	Accommodations for full capacity across from facility	2016-2018	Reno, NV
Miss Rodeo MT	No partner rodeo available	Summer 2015	N/A
BrewFest	No property large enough; MetraPark denied them	Apr-15	N/A
Montana Organic Association	Bozeman was closer to their members; will try Billings again in three years	Dec-15	Bozeman, MT

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
#VisitBillings Lover's Spring Campaign	Choose from Outdoor Lover's, Foodie Lover's, Entertainment Lover's packages.

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
GoWest Summit	Colorado Springs, CO	VLT	Tradeshow
MIC	Denver, CO	VLT	Tradeshow
RMI	Sioux Falls, SD	VLT	Tradeshow
Smart Meetings	Seattle, WA	VLT	Tradeshow

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

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

