



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
JUNE 11, 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 May 14 ,2015 Board Minutes – S. Wahrlich-Pages 2-3.....ACTION
- IV. Approval of May Financial & Variance Reports- M. Stevenson- Pages 4-5.....ACTION
- V. Old Business.....8:35-9:35
 - a. FY16 TBID BOD Officer Elections – S. Wahrlich/S. Mann.....ACTION
 - b. Sports Update – Dr. C. Frye
 - c. Eagles Concert Follow Up – A. Tyson
 - d. CG Launch/Attendance Building – V. Terpstra
 - e. BMW MOA Countdown – A. Tyson
 - f. OWAA Attendance Building – A. Tyson
 - g. FY16 Marketing Plan and Budget Approvals – A. Tyson
 - h. Community Flags Planning – K. McCandless/R. Spence
- VI. New Business.....9:35-9:50
 - a. Summer Campaigns – K. McCandless
 - b. Voices of Montana Tourism – S. Wahrlich
 - c. Dept. of Commerce/MTOT/BRD Restructuring – S. Wahrlich
- VII. Staff & Partner Update/Marketing/PACE- Pages 6-15.....9:50-10:15
 - a. A. Austin – FAM Tours/Site Visits
 - b. V. Terpstra – IPW
 - c. Alyssa Hall – Welcome
 - d. Billings Chamber of Commerce – G.Hart, Chamber/TBID Board Liaison

Next Meeting:
Thursday, July 9, 2015

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS MINUTES –APRIL 9, 2015

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

Board Members Absent: None

Ex-Officio member Present: Ginny Hart

Staff Present: Alex Tyson, Kelly McCandless, Caitlin Helmer, Andy Austin, Megan Stevenson

Others Present: Tom Binford, *Director of Aviation and Transit COB, Logan Airport*

Call to Order

Steve Wahrlich called the meeting to order at 8:30 a.m. in the Billings Chamber Board Room.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve the April 9, 2015 Board Minutes

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

Approval of Financial and Variance Report

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

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

New Business

FY16 Marketing Plan and Budget Presentation- Alex Tyson presented to the Board.

Billings serves a trade area over 500,000 and is the regional economic hub for agriculture, energy, healthcare, education and tourism.

In the state of Montana, there were 11 million non-resident visitors who spent \$3.47 billion during 2013; 13.6% increase over previous year. In Yellowstone County, there was \$347 million in non-resident tourism spending, which directly supported 3,400 jobs and had \$288.6 million of economic activity.

Since the inception of the TBID, in the Meeting and Conventions segment only, nearly 175,000 convention related rooms have been booked; \$37 million economic impact locally.

Billings bid for the 2016-2018 Big Sky Conference. Although it was ultimately awarded to Reno, NV, Billings was a strong contender. Will bid again for 201-2021 tournament. Billings hosted the NCAA DII Cross Country Region Championships in November. It will host once more in November 2016. Billings also hosted the Great Northwest Athletic Conference at MSUB.

The Minneapolis Airport Takeover was a MTOT Tourism Campaign of the Year Nominee. The takeover was held in Delta's busiest terminal where 2 million domestic and international travelers departed and arrived.

The BMW MOA Rally will be July 23-25; anticipating 7,000+ riders to Billings, creating 5 mm+ economic impact locally. The Outdoor Writer's Association of America will host their convention on July 16-18, 2016. The Geico Hot Bike Tour will end their 2015 tour in Downtown Billings in September.

Visit Billings markets using the travel decision process: inspire, orient, facilitate. Inspire Phase- traveler is made aware of the location and develops a desire to visit. Orient Phase- traveler begins to research; drive to visitbillings.com, itinerary builder, maps, Billings Guidebook. Facilitate Phase- traveler seeks things to do; Billings Visitor Center, Trailhead Tourism Ambassador Program, visitbillings.com, guidebook and social media.

Strategic Goals Discussed for FY16 Plan: Grow Billings as a Tourism Destination, Foster Airport Progression, Improve Visitor Experience, Increase Awareness in International Marketplace, Increase Leisure Visitation, Position Billings as a Regional Sports Leader, Increase Meeting & Convention Recruitment Efforts.

Discussion on Marketing Plan- Steve discussed bringing Judy Randall back to do another review. Suggests revisiting the strategic plan not only for next year, but for the next 3-5 years.

Steve and Alex will present to the City Council for approval of FY16 budget and to offer insight on the impact the TBID has on the local tourism industry and the community as a whole. As an FYI, Alex will present the CVB – State Lodging Tax budget to the Tourism Advisory Council (TAC) in Shelby in early June for FY16 approval.

Request for a motion to approve the Marketing Plan as presented, with the addition of including strategic goals that include Randall Travel Marketing for a forward focus strategizing session and also fostering airport progression at Logan Airport.

MOTION: Ron motioned to approve the Marketing Plan; Ben seconded; Motion carried

ByLaws- Discussion re any changes will be postponed to June meeting or early FY16.

Old Business

Open TBID Board Seat- Bypassed

Marketing/PACE Update- Bypassed

Meeting adjourned at 10:31 a.m.

Submitted by Caitlin Helmer

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of May 31, 2015

Year to date revenue over expenses is \$213,420 over budget.

Revenue is \$91,507 over budget from TBID assessments and interest income.

Total expenses are \$121,913 under budget.

- Staff Expenses are \$32,847 under budget from anticipated staffing changes. *Savings from Staff Expenses will be used to offset increases in other items.*

- Administrative Expenses are \$943 under budget from the following:
 - Computer expenses are under budget \$2,818 from new computer purchases and software.
 - Equipment & Repair expense is over budget \$2,319 from TBID's portion of the down payment on the new carpet.
 - Meeting expenses are \$2,318 under budget from various meetings.
 - Newsletter expenses are under budget \$3,500 from timing of the stakeholder newsletter.
 - Office Supplies are \$2,234 over budget due to the refresh of business cards for the new Visit Billings look.
 - Postage is over budget \$8,442 the large demand of visitor guides and CVB mail.
 - Professional Training is under budget \$5,141.
 - 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 \$2,360 for TBID's portion of the office phone lines.

- Marketing Expenses are \$88,122 under budget from the following:
 - Advertising is over budget \$23,106 from Leisure.
 - Film Recruitment is under budget \$2,000.
 - Opportunity is under budget \$8,218 for General Opportunity and Grants.
 - Printed Materials is under budget \$13,939 from the Meet Local campaign, Welcome/Recruitment banners, Scenic Drive program and the Visit Billings video.
 - Publicity is under budget \$5,325 from the TTA Program, Sponsorship opportunities and InRoom gifts.
 - Sales Expense is under budget \$35,275 from the monthly Sports Sales, Sports Incentives, Sports Fams, Sales Missions, Instate Sales and Attendance Building.
 - Tradeshows & Conventions is under budget \$30,386 from anticipated registration fees and travel expenses. *Savings will be used to offset increases in other items.*
 - Visitor Information Center is \$4,890 under budget from signage and volunteer expense.
 - Website Expenses are under budget \$11,195 due to timing of when work is performed and necessary.

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

May 2015

	CURRENT MONTH		YEAR TO DATE		2014-15 Annual Budget	LAST YEAR May 2014 Actual
	Actual	Budget	May 2015	May 2015		
			Actual	Budget		
Income						
4001100 · TBID Assessments	-	-	1,589,684.44	1,500,000.00	1,500,000.00	902,481.94
4001500 · Miscellaneous Income	147.49	-	1,822.97	-	-	5,157.72
Carryover from 2013-2014	-	-	-	-	88,357.00	-
Total Income	147.49	-	1,591,507.41	1,500,000.00	1,588,357.00	907,639.66
Expense						
5001000 · Staff Expenses						
5007000 · Wages	21,493.14	21,271.00	214,002.22	241,797.00	264,286.00	150,443.45
5007100 · FICA Expense	1,459.16	1,623.00	15,668.45	17,916.00	19,594.00	11,240.10
5007200 · Unemployment Expense	373.73	462.00	3,159.23	4,450.00	4,913.00	2,213.51
5007400 · Health & Accident Expense	2,437.32	2,246.00	23,772.08	24,294.00	26,040.00	9,444.57
5007500 · Retirement Expense	859.46	1,188.00	9,820.03	10,874.00	12,062.00	9,132.25
5007700 · Workers Compensation Expense	137.50	161.00	1,462.50	1,651.00	1,812.00	1,065.50
5007800 · Staff Employment Expense	100.00	-	250.00	-	-	2,007.00
Total 5001000 · Staff Expenses	26,860.31	26,951.00	268,134.51	300,982.00	328,707.00	185,546.38
5009000 · Administrative Expenses						
5009200 · Computers	298.40	250.00	3,132.37	5,950.00	7,200.00	5,939.23
5009300 · Equipment & Repair Expense	4,502.97	400.00	6,569.25	4,250.00	4,500.00	2,033.60
5009500 · Liability Insurance	-	-	2,095.00	2,550.00	2,550.00	2,062.00
5009600 · Meeting Expenses	297.61	466.00	5,664.10	7,982.00	8,350.00	2,935.96
5009650 · Newsletter Expenses	-	500.00	1,500.00	5,000.00	5,000.00	1,360.71
5009700 · Office Supplies	65.00	125.00	4,709.30	2,475.00	2,600.00	1,817.69
5009750 · Postage	975.22	-	16,942.31	8,500.00	8,500.00	12,334.78
5009800 · Professional Training	(50.00)	-	6,609.17	11,750.00	15,000.00	3,634.65
5009850 · Legal and Accounting	-	-	6,582.00	8,650.00	9,200.00	8,440.50
5009900 · Telephone/Wireless Equipment	527.87	229.17	4,881.04	2,520.83	2,750.00	1,347.32
Total 5009000 · Administrative Expenses	6,617.07	1,970.17	58,684.54	59,627.83	65,650.00	41,906.44
5150000 · Marketing Expenses						
5151000 · Advertising	48,139.90	38,500.00	591,605.59	568,500.00	597,000.00	303,252.10
5151500 · Film Recruitment	-	1,000.00	-	2,000.00	2,000.00	-
5152000 · Opportunity	2,371.56	-	134,981.60	143,200.00	195,500.00	31,292.73
5152500 · Printed Materials	2,123.72	4,500.00	45,561.09	59,500.00	105,500.00	24,208.07
5153000 · Publicity	734.48	1,600.00	23,075.25	28,400.00	29,000.00	22,551.24
5154000 · Sales Expenses	14,790.36	10,500.00	120,225.39	155,500.00	160,500.00	121,841.97
5155000 · Tradeshows/Conventions	4,408.69	14,500.00	30,613.89	61,000.00	62,500.00	17,565.60
5156000 · Visitor Information Center	702.09	3,450.00	2,960.08	7,850.00	8,600.00	2,015.48
5156500 · Web Site	2,925.15	1,000.00	15,079.87	26,275.00	33,400.00	23,525.10
Total 5150000 · Marketing Expenses	76,195.95	75,050.00	964,102.76	1,052,225.00	1,194,000.00	546,252.29
Total Expense	109,673.33	103,971.17	1,290,921.81	1,412,834.83	1,588,357.00	773,705.11
	(109,525.84)	(103,971.17)	300,585.60	87,165.17	-	133,934.55
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	384,794	494,214	261,450	
		Restricted	125,000	125,000	100,000	
		Total Cash	509,794	619,214	361,450	



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	29,243		172,615

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	-0.7	0.0									2.5%

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

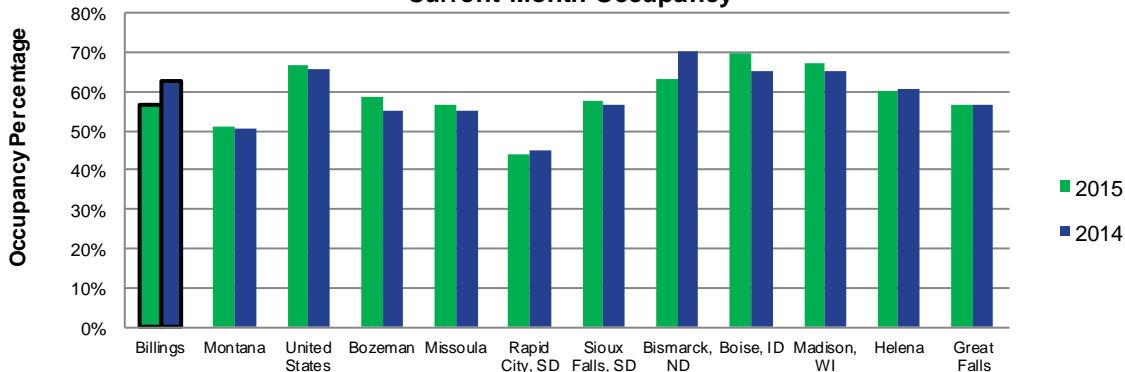
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2015	2014
Billings, MT	53.4%	56.8%
Montana	47.7%	46.2%
United States	62.5%	60.9%
Bozeman, MT	54.8%	52.6%
Missoula, MT	47.8%	45.1%
Rapid City, SD	41.5%	42.3%
Sioux Falls, SD	55.3%	53.4%
Bismarck, ND	62.0%	62.9%
Boise, ID	64.8%	59.8%
Madison, WI	59.9%	58.2%
Helena, MT	54.8%	58.2%
Great Falls, MT	55.0%	51.6%

CURRENT MONTH OCCUPANCY

APRIL		
LOCATION	2015	2014
Billings, MT	56.4%	62.4%
Montana	50.9%	50.5%
United States	66.8%	65.6%
Bozeman, MT	58.4%	55.1%
Missoula, MT	56.6%	54.9%
Rapid City, SD	44.0%	44.8%
Sioux Falls, SD	57.8%	56.8%
Bismarck, ND	63.0%	70.4%
Boise, ID	69.8%	65.0%
Madison, WI	67.4%	65.2%
Helena, MT	60.2%	60.4%
Great Falls, MT	56.8%	56.4%

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
American 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 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	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 Volleyball 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 Association FutureSync Int'l	LR	CVB	150	24 to 25-Oct-14	O	TBD	\$ 33,750	Q1

Hot Bike Pwr 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 Council	LR	CVB	90	21 to 23-Jul-15	O	CP	\$ 20,250	Q3
Sanderson Stewart Emp. 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 Tournament	SR	CVB-P	8,000	13 to 14-Feb-15	CWS P	ALL	\$ 1,800,000	Q3
Montana State Cup Soccer Tournament	LR	CVB-P	2,500	19 to 21-June-15	CWS P	ALL	\$ 562,500	Q3
Ford Retractable Club	NR	CVB	525	9 to 15-Jul-17	O	BHCC	\$ 118,125	Q1
Northern Classic Soccer Tourn.	LR	CVB-P	2,700	25 to 27-Jun-15	CWS P	ALL	\$ 607,500	Q3
Ice Breaker Hockey Tournament	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 Annual Conference	SR	CVB-S	(100)	11-Mar-15	O	TBD	\$ (157,500)	Q3
Cellular Plus-Manager Meeting	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 Education 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 Tournament (Boys)	SR	CVB-P	1,500	12 to 14-Mar-15	CWS P	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 Marketing 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	CWS P	ALL	\$ 607,500	Q4
Big Sky Volleyfest	LR	CVB-S	(90)	1-May-15	CWS P	TBD	\$ (20,250)	Q4
NADO Research Foundation	NR	CVB-S	(55)	4-May-15	O	TBD	\$ (12,375)	Q4
Montana Beer & Wine Distributors 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-18,19 or 20	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
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	17-Aug-15	O	BHCC, BHR, CP, NH, HIGM	\$ 61,875	Q4
National Propane Gas Association	NR	CVB-P	410	Oct-17	O	CP,NH	\$ 92,250	Q4
Sisters In Faith	LR	CVB	20	11 to 12 Mar- 16	O	CP, NR, HIGM, BHR, BHCC	\$ 4,500	Q4
USDA Farms Service	SR	CVB	30	1 to 2 Sep-15	O	CP,NR,HIGM,BHCC,BHR,	\$ 6,750	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
BMW MOA Site Visit/Board Mtg	9	Apr-15	Complete	4 FY 2014-15
CACI	7	May-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.

Make it a Long Weekend

Promotes events and attractions and allows Visitors to customize a prize package

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

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

