



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

July 9, 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 June 11, 2015 Board Minutes – S. Wahrlich-Pages 2-3...ACTION
IV. Approval of June Financial & Variance Reports- M. Stevenson- Pages 4-5...ACTION
V. New Business ...8:35-9:05
a. Welcome New Board Member, Mr. Joe Studiner – S.Wahrlich
b. ABC Bowling Tournament Bid Interest – A.Tyson
i. Mr. Allen Reynolds
c. Booking Engine – K. McCandless
VI. Old Business ...9:05-9:30
a. Voices of Montana Tourism Support – S. Wahrlich...ACTION
b. Bylaws Review – A.Tyson...ACTION
c. Goodridge Events Update – A.Tyson
d. Visit Billings Grants– A.Tyson
e. CG, Traveling Group Finalization – A.Tyson/ A.Hall
VII. Staff & Partner Update/Marketing/PACE- Pages 6-15...9:50-10:15
a. Team Updates
b. Billings Chamber of Commerce – G.Hart, Chamber/TBID Board Liaison

Next Meeting: Thursday, August 13, 2015

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS MINUTES –June 11, 2015

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

Board Members Absent: None

Ex-Officio Member Present: Ginny Hart

Staff Present: John Brewer, Alex Tyson, Kelly McCandless, Andy Austin, Vicki-Lynn Terpstra, Megan Stevenson, Alyssa Hall, Chris Frye

Others Present: None

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 May 14, 2015 Board Minutes

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

Approval of Financial and Variance Report

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

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

Old Business

FY 16 TBID BOD Officer Elections – Joyce expressed interest in retaining her position as Secretary/Treasurer. Shelli offered to remain the Vice Chair if the Board agrees. Steve agreed to stay on as Chair, but abstained from further discussion and voting due to the duration of his Chairmanship. Ben motioned to proceed into FY16 with Steve as Chair, Shelli as Vice Chair and Joyce as Secretary/Treasurer and noted the boards appreciation of Steve and the strength he adds to the Board in that position due to his visibility in the community. Ron seconded; motion carried with one abstention.

Sports Update – Chris Frye presented the 2015 mid-year sports report highlighting updates, events under development, opportunities and marketing/development opportunities.

Eagles Concert Follow Up – Alex noted that TBID paid MetraPark \$3,800 to support the concert per the agreement to backfill the anticipated \$70,000 shortfall.

CG Launch/Attendance Building – Sales manager provided an update on the Confidential Group to be announced publicly in September.

BMW MOA Countdown – Alex updated the board and noted that the Visit Billings team is working on final details ahead of the July event.

OWAA Attendance Building – Alex and Nick Mann will travel to the 2015 conference to attendance build for this July 2016 event in late Jun in Knoxville, TN.

FY16 Marketing Plan and Budget Approvals – The Marketing Plan and Budget was presented to the City and will be approved by City Council on June 22nd.

Community Flags Planning – Kelly McCandless and Andy Austin are working to establish welcome flags along entry corridors ahead of BMW in July.

New Business

Summer Campaigns – Kelly showcased examples of creative currently rolling out for summer promotion.

Voices of Montana Tourism – Steve presented an update on Voices of Montana Tourism and establishing a voice for tourism on a policy level, perhaps combining some of the efforts of Voices of Montana, Montana Lodging and Hospitality Association, and Tourism Matters for Montana.

Department of Commerce/MTOT/Business Recruitment Department Restructuring – Steve updated that formal news on restructuring is still pending.

Staff Updates

- Andy provided an update on the Hot Bike PR Tour, upcoming journalist familiarization tours and social media influencer familiarization tours.
- Vicki-Lynn updated the board on IPW and noted she was able to work with journalists there, too.
- The Board welcomed Alyssa Hall as the new Visitor Services Specialist.
- The Board wished Vicki-Lynn well in her new endeavor with PayneWest. Her last day with Visit Billings is June 23, 2015.
- Ginny shared on behalf of the Chamber Board that the Ag Tour is Friday, June 19th.

Ben made a motion to adjourn the meeting; Joyce seconded. Meeting adjourned at 10:15 a.m.

Submitted by Alyssa Hall/Kelly McCandless

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of June 30, 2015

Year to date revenue over expenses is \$192,421 over budget. (The financial statements reflect a net profit of \$104,064 plus we did not use the budgeted \$88,357 of carryover funds from prior years.)

Revenue is \$130,084 over budget.

- TBID Assessments are \$128,170 over budget.
 - *Please note that 2 properties paid their 2nd half of assessments early. The assessments for 2nd half are usually received the first of July.*
- Miscellaneous Income is \$1,914 over budget from interest income.

Total expenses are 62,337 under budget.

- Staff Expenses are \$36,980 under budget from anticipated staffing changes. *Savings from Staff Expenses will be used to offset increases in other items.*
- Administrative Expenses are \$8,487 over budget from the following:
 - Computer expenses are under budget \$1,216 from new computer purchases and software.
 - Equipment & Repair expense is over budget \$10,589 from office furniture for the Executive Director and Sales Manager and TBID's portion of new carpet (\$8,507) allocated by square footage.
 - Meeting expenses are \$1,837 under budget from various meetings.
 - Newsletter expenses are under budget \$3,500 from timing of the stakeholder newsletter.
 - Office Supplies are \$2,174 over budget due to the refresh of business cards for the new Visit Billings look.
 - Postage is over budget \$9,510 the large demand of visitor guides and CVB mail.
 - Professional Training is under budget \$7,627.
 - Legal & Accounting is under budget \$2,118 from the annual review fees paid to Schafer & Associates and anticipated legal fees.
 - Telephone Wireless Equipment is over budget \$2,968 for TBID's portion of the office phone lines.
- Marketing Expenses are \$88,122 under budget from the following:
 - Advertising is over budget \$55,415 from Leisure and Booked Conventions. *Savings from other projects being under budget used to offset increases in advertising.*
 - Film Recruitment is under budget \$2,000.
 - Opportunity is under budget \$33,855 for under budget from the \$25,000 reserves as well as the funds set aside for the upcoming BMW event. *Please note that the Board's directed \$25,000 addition to reserves is budgeted here to ensure there are sufficient funds at year end to increase the restricted funds.*
 - Printed Materials is over budget \$21,452 from the Visitor's Guide and the Research/Marketing Presentations.
 - Publicity is under budget \$3,687 from the TTA Program, Sponsorship opportunities and InRoom gifts.
 - Sales Expense is under budget \$19,844 from the monthly Sports Sales, Sports Incentives, Sports Fams, Sales Missions, Instate Sales and Attendance Building.

- Tradeshows & Conventions is under budget \$31,713 from anticipated registration fees and travel expenses.
- Visitor Information Center is \$5,380 under budget from signage and volunteer expense.
- Website Expenses are under budget \$14,231 due to timing of when work is performed and necessary.

Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
June 2015

	CURRENT MONTH		YEAR TO DATE		2014-15 Annual Budget	LAST YEAR
	Actual	Budget	June 2015	June 2015		June 2014
			Actual	Budget		Actual
Income						
4001100 - TBID Assessments	38,486.00	-	1,628,170.44	1,500,000.00	1,500,000.00	902,481.94
4001500 - Miscellaneous Income	90.64	-	1,913.61	-	-	5,234.50
Carryover from 2013-2014	-	-	-	88,357.00	88,357.00	18,307.10
Total Income	38,576.64	-	1,630,084.05	1,588,357.00	1,588,357.00	926,023.54
Expense						
5001000 - Staff Expenses						
5007000 - Wages	18,862.76	21,989.00	232,864.98	263,786.00	264,286.00	167,615.33
5007100 - FICA Expense	1,451.62	1,678.00	17,120.07	19,594.00	19,594.00	12,508.35
5007200 - Unemployment Expense	358.86	463.00	3,518.09	4,913.00	4,913.00	2,481.73
5007400 - Health & Accident Expense	2,121.85	2,246.00	25,893.93	26,540.00	26,040.00	11,229.64
5007500 - Retirement Expense	649.46	1,188.00	10,469.49	12,062.00	12,062.00	9,777.57
5007700 - Workers Compensation Expense	147.50	161.00	1,610.00	1,812.00	1,812.00	1,183.00
5007800 - Staff Employment Expense	-	-	250.00	-	-	2,007.00
Total 5001000 - Staff Expenses	23,592.05	27,725.00	291,726.56	328,707.00	328,707.00	206,802.62
5009000 - Administrative Expenses						
5009200 - Computers	2,852.00	1,250.00	5,984.37	7,200.00	7,200.00	7,125.29
5009300 - Equipment & Repair Expense	8,519.41	250.00	15,088.66	4,500.00	4,500.00	2,304.75
5009500 - Liability Insurance	-	-	2,095.00	2,550.00	2,550.00	2,062.00
5009600 - Meeting Expenses	848.67	368.00	6,512.77	8,350.00	8,350.00	3,633.49
5009650 - Newsletter Expenses	-	-	1,500.00	5,000.00	5,000.00	1,360.71
5009700 - Office Supplies	65.00	125.00	4,774.30	2,600.00	2,600.00	2,499.87
5009750 - Postage	1,067.74	-	18,010.05	8,500.00	8,500.00	12,334.78
5009800 - Professional Training	763.35	3,250.00	7,372.52	15,000.00	15,000.00	6,135.43
5009850 - Legal and Accounting	500.00	550.00	7,082.00	9,200.00	9,200.00	8,940.50
5009900 - Telephone/Wireless Equipment	836.64	229.17	5,717.68	2,750.00	2,750.00	1,704.46
Total 5009000 - Administrative Expenses	15,452.81	6,022.17	74,137.35	65,650.00	65,650.00	48,101.28
5150000 - Marketing Expenses						
5151000 - Advertising	60,809.06	28,500.00	652,414.65	597,000.00	597,000.00	342,797.37
5151500 - Film Recruitment	-	-	-	2,000.00	2,000.00	-
5152000 - Opportunity	26,663.60	52,300.00	161,645.20	195,500.00	195,500.00	45,486.98
5152500 - Printed Materials	81,390.50	46,000.00	126,951.59	105,500.00	105,500.00	71,050.46
5153000 - Publicity	1,006.71	600.00	25,313.01	29,000.00	29,000.00	23,343.35
5154000 - Sales Expenses	20,430.24	5,000.00	140,655.63	160,500.00	160,500.00	130,797.90
5155000 - Tradeshows/Conventions	1,404.01	1,500.00	30,786.85	62,500.00	62,500.00	17,960.60
5156000 - Visitor Information Center	260.34	750.00	3,220.42	8,600.00	8,600.00	2,558.36
5156500 - Web Site	4,088.75	7,125.00	19,168.62	33,400.00	33,400.00	37,124.62
Total 5150000 - Marketing Expenses	196,053.21	141,775.00	1,160,155.97	1,194,000.00	1,194,000.00	671,119.64
Total Expense	235,098.07	175,522.17	1,526,019.88	1,588,357.00	1,588,357.00	926,023.54
	(196,521.43)	(175,522.17)	104,064.17	-	-	(0.00)
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	163,272	384,794	84,208	
		Restricted	150,000	125,000	125,000	
		Total Cash	313,272	509,794	209,208	

GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	9	5	18	4	36	36	100%
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	18,144	190,759

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	3.9								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

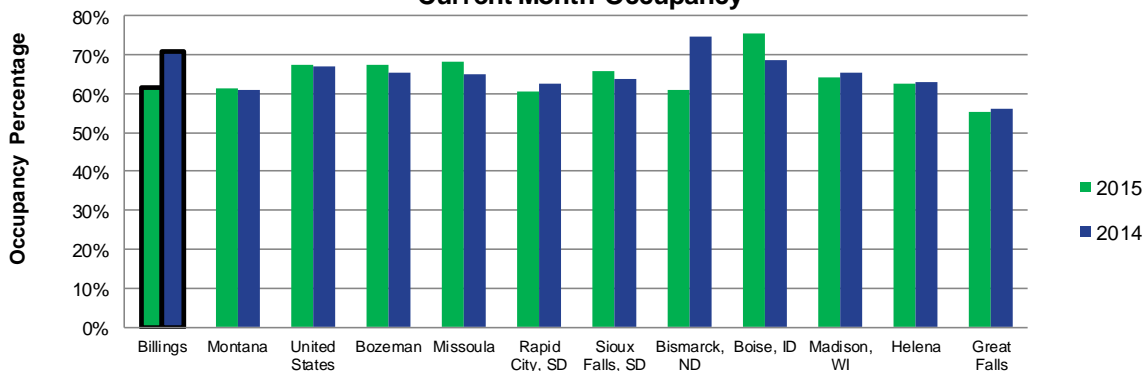
YTD OCCUPANCY

PAST 12 MONTHS			
LOCATION	2015	2014	
Billings, MT	55.1%	59.7%	
Montana	50.6%	49.3%	
United States	63.6%	62.1%	
Bozeman, MT	57.5%	55.3%	
Missoula, MT	52.1%	49.2%	
Rapid City, SD	45.4%	46.5%	
Sioux Falls, SD	57.4%	55.5%	
Bismarck, ND	61.7%	65.4%	
Boise, ID	67.0%	61.7%	
Madison, WI	60.7%	59.7%	
Helena, MT	56.4%	52.7%	
Great Falls, MT	55.0%	52.6%	

CURRENT MONTH OCCUPANCY

MAY			
LOCATION	2015	2014	
Billings, MT	61.5%	70.8%	
Montana	61.2%	60.9%	
United States	67.5%	66.9%	
Bozeman, MT	67.6%	65.5%	
Missoula, MT	68.4%	65.0%	
Rapid City, SD	60.7%	62.5%	
Sioux Falls, SD	65.9%	63.7%	
Bismarck, ND	60.8%	74.7%	
Boise, ID	75.3%	68.8%	
Madison, WI	64.0%	65.5%	
Helena, MT	62.4%	62.8%	
Great Falls, MT	55.2%	56.3%	

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 Tour.	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	CWSP	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-15	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
Jehovahs Witness Watchtower	LR	CVB-P	1500	5 to 7- Jun 15	CW	ALL	\$ 337,500	Q4
Q4 BOOKED EVENTS			4	Q4 ROOM NIGHTS			3,524	
TOTAL BOOKINGS		TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT			
36		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 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
Central High Showdown Fast Pitch	LR	CVB-S	500	12 to 14 Jun- 15	CWSP	ALL	\$ 112,500	Q4
Temple Riders (motorcyscle Rally)	NR	CVB	300	11 to 14 Jun- 16	O	ALL	\$ 67,500	Q4
Montana Office on Aging	SR	CVB	1,000	Sep-15	O	BHCC, BHR, NH, CP	\$ 225,000	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
Temple Riders	4	Jun-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
IPW	Orlando, FL	VLT	Tradeshow
TAC Meeting	Shelby, MT	AT, AA	State Updates
Outdoor Writers Association of America	Knoxville, TN	AT	Tradeshow

KEY
<p>ORIGIN CATEGORIES: TS- Tradeshow; LR- Local Referral; SR- State Referral; RR- Regional Referral; NR- National Referral; P-Prospecting</p> <p>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</p> <p>TYPE CATEGORIES: CW- Citywide Booking; SP - Sports Booking; CWSP- Citywide Sport Booking; O-Other Booking</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: BHCC- Billings Hotel & Convention Center; BHR- Bighorn Resort; CP- Crowne Plaza; HGI- Hilton Garden Inn; HIGM- Holiday Inn Grand Montana; NH- Northern Hotel</p>

