



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
AUGUST 13, 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 Included on the Agenda
(Comments limited to three (3) minutes per speaker)
III. Approval of July 9, 2015 Board Minutes – S. Wahrlich - Pages 2-3.....ACTION
IV. Approval of July Financial & Variance Reports- M. Stevenson - Pages 4-5.....ACTION
V. New Business8:35-9:05
a) Welcome! Stefan Cattarin, Visit Billings Sales Manager
b) Moving Billboards/Semi-Truck Advertisements – A. Tyson
a. Don Kiesser, TransMar
c) Confidential Act – MP/2017 – S. Wahrlich
VI. Old Business.....9:05-9:30
a. Bylaws/Terms – S. Wahrlich.....ACTION
b. Fly Billings Campaign/Logan Creative Investment.....ACTION
c. BMW MOA Post – A. Tyson/S. Wahrlich
d. CG Preps Update – S. Cattarin/A. Hall
VII. Staff & Partner Update/Marketing/PACE- Pages 6-11.....9:30-9:45
a. Team Member Updates
b. Billings Chamber of Commerce – G.Hart, Chamber/TBID Board Liaison
VIII. Next Meeting/Adjournment

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS MINUTES – July 9, 2015

Board Members Present: Steve Wahrlich, Shelli Mann, Ron Spence, Ben Kerns, Joyce Bratland, Joe Studiner

Board Members Absent: LaRell Baldwin

Ex-Officio member Present: Ginny Hart

Staff Present: John Brewer, Alex Tyson, Kelly McCandless, Andy Austin, Megan Stevenson, Alyssa Hall, Dan Brooks

Others Present: Mr. Allen Reynolds

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 June 11, 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.

Megan stated TBID has an Audit coming up next month. Steve asked questions regarding the TBID Reserve account which currently sits at \$150,000. Steve suggested raising reserve accounts to \$300,000.

MOTION: Ron motioned to approve the financial reports as well as the reserve account request; Joe seconded; Motion carried.

New Business

Welcome New Board Member – The Board welcomed Mr. Joe Studiner to TBID.

Group Bid Interest – Mr. Allen Reynolds gave a presentation and answered questions regarding the 20## USBC Tournament.

Booking Engine – Kelly McCandless questioned if the Board had interest in utilizing a booking agent again such as Jack Rabbit from prior years. There was not a desire amongst members to pursue.

Old Business

Voices of Montana Tourism – Steve presented an update on Voices of Montana Tourism. Shelli motioned to continue Billings TBID support at \$10,000.00; Ron seconded; Steve; abstained; Motioned carried.

Bylaws Review – Due to time Bylaws Review moved to August 13th meeting.

Visit Billings Grants– TBID grants finalized with the following projects or organizations receiving 80% of funds until full reports are received:

Yellowstone Kelly Gravesite Marketing Efforts- \$5,000, Billings Depot Taste Event - \$1,500, and MTComedy-\$5,000.

CG Update and Traveling Group Finalization– Alyssa and Alex gave an update on progress of the CG. Finalized travel group as Steve Wahrlich, Shelli Mann, Ron Spence, Alex Tyson, Alyssa Hall, Stefan Cattarin, and Nick Mann. Scheduled travel meeting is in the upcoming weeks. Logistics are going very well for the announcement.

BMW MOA Countdown – Alex updated the Board and noted that the Visit Billings team is working on final details ahead of the July event. Alyssa explained how the booth was going to work to facilitate attendees as

well as the volunteer schedule. The volunteers helping man the booth are a great asset. Posters, buttons, billboards, and flags are all part of the welcoming plan for this group.

Staff Updates

- Andy provided an update on the Hot Bike PR Tour, upcoming journalist familiarization tours and social media influencer familiarization tours.
- Kelly reminded everyone that Tuesday at 3:00pm is the Boarder Wars Media Reveal.
- Andy mentioned that he would be leaving for DMAI and be out the following week.
- Per request, Andy, agreed to send out an email to the board regarding all upcoming familiarization tours as well as Social Media post via Facebook and Instagram.
- Alex reminded board of the upcoming Big Sky Balloon Festival.

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

Submitted by Alyssa Hall

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of July 31, 2015

July's revenue over expenses is \$8,245 under budget.

***Without the \$20,000 BMW payment the revenue over expense would be \$11,755 over budget.*

Revenue is \$638 over budget from interest income & assessments.

Expenses are \$8,883 over budget. ***Without the \$20,000 BMW payment the expenses would be \$11,117 under budget.*

- Staff Expenses are \$3,876 under budget.
- Administrative Expenses are \$1,331 under budget.
- Marketing Expenses are \$14,090 over budget from the following:
 - Advertising is under budget \$2,723 from
 - Opportunity is \$15,013 over budget.
 - *\$20,000 of the budget variance is from payment for the BMW MOA reserves*
 - *Please note that without the BMW payment Opportunity would be \$4,987 under budget from the Welcome Banners.*
 - Printed Materials is over budget \$2,856 from presentation materials and welcome banners.

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

July 2015

	CURRENT MONTH		YEAR TO DATE		2015-16 Annual Budget	LAST YEAR
	Actual	Budget	July 2015	July 2015		July 2014
					Actual	Budget
Income						
4001100 - TBID Assessments	811,516.00	811,000.00	811,516.00	811,000.00	1,788,444.00	764,739.03
4001500 - Miscellaneous Income	121.80	-	121.80	-	-	159.08
Carryover from 2013-2014					85,000.00	-
Total Income	811,637.80	811,000.00	811,637.80	811,000.00	1,873,444.00	764,898.11
Expense						
5001000 - Staff Expenses						
5007000 - Wages	28,490.21	30,692.00	28,490.21	30,692.00	276,000.00	24,444.76
5007100 - FICA Expense	1,337.98	1,583.00	1,337.98	1,583.00	20,400.00	1,289.10
5007200 - Unemployment Expense	264.28	375.00	264.28	375.00	4,500.00	263.66
5007400 - Health & Accident Expense	1,742.43	2,489.00	1,742.43	2,489.00	30,000.00	1,785.08
5007500 - Retirement Expense	855.71	1,425.00	855.71	1,425.00	17,300.00	916.09
5007700 - Workers Compensation Expense	147.50	150.00	147.50	150.00	1,800.00	117.50
5007800 - Staff Employment Expense	-	-	-	-	-	50.00
Total 5001000 - Staff Expenses	32,838.11	36,714.00	32,838.11	36,714.00	350,000.00	28,866.19
5009000 - Administrative Expenses						
5009200 - Computers	245.00	600.00	245.00	600.00	11,700.00	245.00
5009300 - Equipment & Repair Expense	229.68	250.00	229.68	250.00	6,000.00	225.24
5009500 - Liability Insurance	1,595.00	1,750.00	1,595.00	1,750.00	2,300.00	-
5009600 - Meeting Expenses	266.95	458.00	266.95	458.00	8,800.00	309.80
5009650 - Newsletter Expenses	-	-	-	-	7,000.00	-
5009700 - Office Supplies	192.74	273.00	192.74	273.00	4,130.00	3,335.03
5009750 - Postage	655.97	700.00	655.97	700.00	18,150.00	2,399.36
5009800 - Professional Training	270.00	500.00	270.00	500.00	10,000.00	24.05
5009850 - Legal and Accounting		-		-	11,200.00	-
5009900 - Telephone/Wireless Equipment	266.38	522.00	266.38	522.00	6,264.00	26.25
Total 5009000 - Administrative Expenses	3,721.72	5,053.00	3,721.72	5,053.00	85,544.00	6,564.73
5150000 - Marketing Expenses						
5151000 - Advertising	59,447.50	62,170.00	59,447.50	62,170.00	785,500.00	79,406.80
5151500 - Film Recruitment	-	-	-	-	500.00	-
5152000 - Opportunity	13,012.50	18,000.00	13,012.50	18,000.00	215,000.00	26,469.05
BMW MOA Reserves	20,000.00	-	20,000.00	-	-	-
5152500 - Printed Materials	9,856.36	7,000.00	9,856.36	7,000.00	127,800.00	10,941.18
5153000 - Publicity	10,402.82	10,100.00	10,402.82	10,100.00	43,225.00	10,770.73
5154000 - Sales Expenses	24,785.21	26,000.00	24,785.21	26,000.00	162,500.00	3,810.48
5155000 - Tradeshows/Conventions	1,130.00	1,250.00	1,130.00	1,250.00	51,500.00	3,150.00
5156000 - Visitor Information Center	25.98	50.00	25.98	50.00	6,925.00	577.50
5156500 - Web Site	-	-	-	-	44,950.00	1,287.95
Total 5150000 - Marketing Expenses	138,660.37	124,570.00	138,660.37	124,570.00	1,437,900.00	136,413.69
Total Expense	175,220.20	166,337.00	175,220.20	166,337.00	1,873,444.00	171,844.61
	636,417.60	644,663.00	636,417.60	644,663.00	0.00	593,053.50
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	777,689	121,272	657,262	
		BMW Reserves	22,000	42,000	20,000	
		Restricted	150,000	150,000	125,000	
		Total Cash	949,689	313,272	802,262	



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	14				14	37	38%
Room Nights	12,230				12,230	30,000	41%

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	145,000
Actual	22,724												22,724

STAKEHOLDER SURVEY

2010-2011	2011-2012	2012-2013	2013-2014*	2014-2015*	2015-2016
66%	83%	87%	90%	88%	89%

*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	10.6	-5.1							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

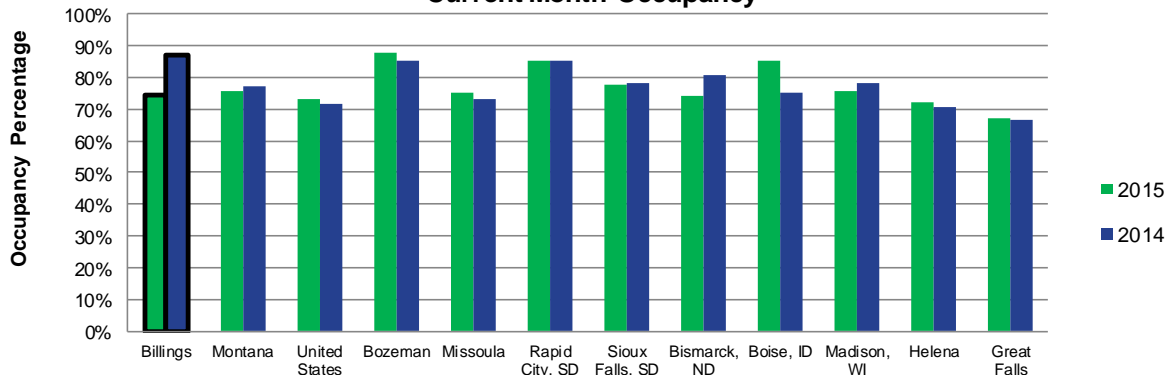
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2015	2014
Billings, MT	58.4%	64.2%
Montana	54.9%	54.1%
United States	65.2%	63.7%
Bozeman, MT	62.6%	60.3%
Missoula, MT	56.0%	62.8%
Rapid City, SD	85.3%	53.1%
Sioux Falls, SD	60.9%	59.4%
Bismarck, ND	63.8%	67.9%
Boise, ID	70.1%	64.0%
Madison, WI	63.2%	62.8%
Helena, MT	59.0%	55.7%
Great Falls, MT	57.0%	54.9%

CURRENT MONTH OCCUPANCY

June		
LOCATION	2015	2014
Billings, MT	74.5%	86.8%
Montana	75.8%	77.1%
United States	73.1%	71.6%
Bozeman, MT	87.8%	85.4%
Missoula, MT	75.2%	73.3%
Rapid City, SD	85.3%	85.2%
Sioux Falls, SD	77.9%	78.4%
Bismarck, ND	74.0%	80.7%
Boise, ID	85.5%	75.0%
Madison, WI	75.9%	78.0%
Helena, MT	72.2%	70.7%
Great Falls, MT	67.3%	66.6%

Current Month Occupancy



**CVB ACTIVITY REPORT
FY JULY 1, 2015- JUNE 30, 2016**

BOOKED EVENTS

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Wayman Chapel	LR	CVB-S	(80)	10-Jun-15	O	NA	\$ (18,000)	Q1
Family Reunion	LR	CVB-S	(50)	19-Jun-15	O	NA	\$ (11,250)	Q1
AVA- American Volksports Assoc.	RR	CVB	600	Jun-17	O	BHCC	\$ 135,000	Q1
Catholic Alumni Club Int'l	NR	CVB	480	Jul-16	O	CP	\$ 108,000	Q1
AAU Grand National Wrestling	LR	CVB-P	150	9 to 12 Jul-15	SP	HIGM	\$ 33,750	Q1
Indian Relay	CW	CVB-P	TBD	18 to 20 Sep 15	CW	TBD		Q1
Montanan Nonprofit Association (MNA)	SR	CVB-P	600	30 Sep - 2 Oct 15	O	CP	\$ 135,000	Q1
Montana Marathon	LR	CVB-P	100	19 to 20 Sep 15	SP	BWCT	\$ 22,500	Q1
Big Sky Balloon Rendezvous	LR	CVB-P	50	31 Jul- 2 Aug 15	O	HIGM	\$ 11,250	Q1
Big Sky Ballin' 3x3	CW	CVB-P	500	7 to 9 Aug 15	CWSP	ALL	\$ 112,500	Q1
ATF- Acquire the Fire	NR	CVB	240	16 to 17 Oct 15	CW	ALL	\$ 54,000	Q1
ASA Tournament-Billings Showdown	LR	CVB	3,000	11 to 13 Jun-15	CWSP	TBD	\$ 675,000	Q1
Farm Bureau Annual Meeting	SR	CVB	480	Nov-16 & 17	O	TBD	\$ 108,000	Q1
ASA JO Girls Fastpitch Softball Tournament	LR	CVB-P	3000	Jul-15	CWSP	BHCC, ALL	\$ 675,000	Q1
State C & E Softball Tournaments	LR	CVB-P	3000	Aug-15	CWSP	BHCC, ALL	\$ 675,000	Q1
Sanderson Stewart	LR	CVB	30	25 to 26 Feb- 16	O	CP	\$ 6,750	Q1
AHSGR Convention	LR	CVB-S	(350)	10-Jul-15	O	NA	\$ (78,750)	Q1
Rimrock Chapter of MT Assoc. of the Blind	LR	CVB-S	(150)	15-Jul-15	O	NA	\$ (33,750)	Q1

MACR Annual Conventions	LR	CVB-S	(62)	31-Jul-15	O	NA	\$ (13,950)	Q1
BNSF Railway	LR	CVB-S	(30)	31-Jul-15	O	NA	\$ (6,750)	Q1
Q1 BOOKED EVENTS		14		Q1 ROOM NIGHTS			12,230	
TOTAL BOOKINGS		TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT			
14		12,230			\$ 2,751,750			

PENDING BIDS/RFP'S								
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
NCAI-Nat'l Congress of Amer. Indians	NR	CVB	1015	Jun-16,17 or 18	O	BHCC, HIGM	\$ 228,375	FY13-14 Q4
MT Assoc. of Student Councils	TS	CVB	TBD	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
IUPA: Int'l Union of Police Assoc.	TS	CVB	160	Sep-16 or 17	O	CP, NH	\$ 36,000	FY14-15 Q1
Nat'l Indian Health Board Consumer Conference	NR	CVB	1180	25 to 29-Sep-18-19-20	O	CP, NH	\$ 265,500	FY14-15 Q2
NSA DaNang Association	NR	CVB	365	1-Apr-17	O	BHCC, CP, BHR, HGI, HIGM	\$ 82,125	FY14-15 Q3
ASR ARS Association	NR	CVB	295	1-Sep-16	O	BHCC, CP, BHR, HGI, HIGM	\$ 66,375	FY14-15 Q3
USS Skagit Association	NR	CVB	295	1-Sep-16	O	BHCC, CP, BHR, HGI, HIGM	\$ 66,375	FY14-15 Q3
Military Order of the World Wars	RR	CVB	275	17-Aug-15	O	BHCC, BHR, CP, NH, HIGM	\$ 61,875	FY14-15 Q4
EmSpring	LR	CVB	20	Jun-16	O	TBD	\$ 4,500	Q1
North American Rally	RR	CVB	80	11-Jul-16	CWSP	TBD	\$ 18,000	Q1
NTCA National Telecom. Cooperative Assoc.	NR	CVB	305	15 to 17 or 22 to 24 Oct 17	O	TBD	\$ 68,625	Q1
Pioneer Baseball League/ NW League. All- Star Game	LR	CVB-P	250	Aug-16	CW	TBD	\$ 56,250	Q1

TuffStuff	NR	CVB	TBD	16-Sep-15	O	TBD	Q1
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SITE TOURS/FAM TOURS/HOSPITALITY				
NAME	ROOM NIGHTS	DATE	ACTION	QTR. TOURED
Esbeth Calendar	1	Jul-15	SM Influencer	Q1
Kirstina Lana	1	Jul-15	SM Influencer	Q1

LOST BUSINESS			
NAME	REASON	YEAR	LOST TO
National Propane Gas Association	Unknowns but note: Would have wanted a hotel that operated on propane.	2017	Minneapolis

MARKETING INITIATIVES/EXPOSURE/PUBLICITY	
NAME	REASON/RESULTS
Make it a Long Weekend	Promotes events and attractions and allows Visitors to customize a prize package

EVENTS ATTENDED			
NAME	LOCATION	STAFF	REASON
DMAI	Austin, TX	AA	Professional Training

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>

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

