



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
November 12, 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. Congratulations to Shelli Mann, the MLHA Lodging Person of the Year
- IV. Approval of October 8, 2015 Board Minutes – S. Wahrlich - Pages 2-3.....ACTION
- V. Approval of October Financial & Variance Reports - M. Stevenson - Pages 4.....ACTION
- VI. Old Business.....8:55-9:10
 - a. Indian Relay 2016 Presentation – Kris Keck, Planner.....ACTION
 - b. Air Service Update – S. Wahrlich/John Brewer
 - c. TBID Open Board Seat Update – S. Wahrlich/S. Mann
- VII. New Business9:10-9:30
 - a. Holiday Inn Grand Montana Auction Outcome – S. Wahrlich/R. Spence
 - b. TBID Renewal Initiation – A. Tyson
 - c. State TBID Meeting Recap – S. Wahrlich
- VIII. Staff & Partner Update.....9:30-9:50
 - a. Team Updates – All Staff
 - b. Billings Chamber of Commerce Update – G.Hart, Chamber/TBID Board Liaison
- IX. Adjournment.....ACTION

Next Meeting:

Thursday, December 10, 2015

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – October 8, 2015

Board Members Present: Steve Wahrlich, Shelli Mann, Ron Spence, Joyce Bratland, LaRell Baldwin

Board Members Absent: Joe Studiner

Ex-Officio member Present: Ginny Hart

Staff Present: Alex Tyson, Kelly McCandless, Alyssa Hall, Andy Austin, Stefan Cattarin

Others Present: Western Inn Representative, Jennifer Benson- Ledgewood

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 August 13, 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 August Financial and Variance Reports.

MOTION: Ron motioned to approve the financial report; Shelli seconded; Motion carried.

Request for a motion to approve the September Financial and Variance Reports.

MOTION: Joyce motioned to approve the financial report; LaRell seconded; Motion carried.

New Business

Open Board Seat/Ben Kerns Resignation/Next Steps –Steve updated the Board on Ben Kerns Resignation. He discussed the next steps for filling his seat.

The Future of Billings/Logan Air Service –.Steve gave an update and overview of the Air Service meeting. He also discussed TBID's commitment level.

MOTION: Ron motioned to support up to \$300,000.00; Joyce seconded: Motion carried

FY16 Leisure Campaigns (Active/Upcoming) –.Kelly gave a presentation on the all of our current as well as upcoming campaigns.

Old Business

GWRRA Post Site Visit Update – Stefan gave an overview of how Gold Wing attendance building went. He also discussed the challenges and difficulties we are continuing to face and the solutions we are working on finding. He informed the board of the site visit as well as the new progress made for Wing Ding 38.

Indian Relay Follow Up/Plans for 2016 – Alex gave a brief overview of Indian Relay seeing as they will be presenting next month.

Moving Billboards/Semi-Truck Advertisements Update – Alex updated the board on the progress of the semi-trucks. Kelly showed us the creative we have designed for one side of truck and informed them the other side is still being designed.

Staff & Partner Updates

STR Data– Alex handed out and gave an overview of the STR Data report. Shelli agreed to email it out to YCLA.

Team Updates– **Andy** gave an overview of MegaFam that occurred September 18-20. He updated the board on our social media accounts. He stated the average business account will average 2% reach on their

Facebook where as we average at 25% on Facebook. He is continuing to work on creating snapchat filters. He also informed the board that Stellar meet will be coming up on October 23-24.

Stefan updated the board on the events from August 1st to present as well as his current travel plan to IMEX and Smart Meetings.

Alyssa updated the board on Visitor Center number for high season and ways we are trying to increase visitation numbers. She also informed them on the upcoming TTA program and the current itinerary. She reviewed the servicing number from August 1st to present that included Bags, in rooms, and Mailings.

Billings Chamber of Commerce Update– Ginny gave a brief update on the Chamber board retreat.

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

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of October 31, 2015

Year-to-Date revenue over expenses is \$33,979 over budget.

Revenue is \$3,390 over budget from interest income & assessments.

Expenses are \$30,589 under budget.

- Staff Expenses are \$13,396 under budget from staffing changes.
- Administrative Expenses are \$3,991 under budget.
 - Computer expenses are under budget \$3,420 from new computer purchases and software.
 - Equipment & Repair is under budget \$962.
 - Meetings is under budget \$777.
 - Postage is over budget \$1,386 from the large demand of visitor guides and CVB mailings.
 - Legal & Accounting is over budget \$1,472 from legal fees.
- Marketing Expenses are \$13,202 under budget from the following:
 - Advertising is under budget \$1,824 from national leisure advertising.
 - Opportunity is \$10,172 under budget from Welcome Banners and Visit Billings grants.
 - Printed Materials is over budget \$2,064 from presentation materials.
 - Publicity is under budget \$5,917 from anticipated expenses for the Mega FAM and TTA program.
 - Sales Expense is over budget \$11,635 from Attendance Building for Gold Wing and site visits.
 - Tradeshows is under budget \$2,770 from anticipated registration fees and travel expenses.
 - Website is under budget \$5,661 due to timing of when work is performed and necessary.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Actual	Budget	October 2015 Actual	October 2015 Budget	2015-16 Annual Budget	October 2014 Actual
Income						
4001100 · TBID Assessments	-	-	896,882.12	894,222.00	1,788,444.00	764,739.03
4001500 · Miscellaneous Income	184.96	-	729.84	-	-	620.76
Carryover from 2014-2015					85,000.00	-
Total Income	184.96	-	897,611.96	894,222.00	1,873,444.00	765,359.79
Expense						
5001000 · Staff Expenses						
5007000 · Wages	20,910.93	21,665.00	92,955.63	102,680.00	276,000.00	86,134.10
5007100 · FICA Expense	1,593.62	1,657.00	6,883.07	7,144.00	20,400.00	5,887.94
5007200 · Unemployment Expense	242.40	375.00	1,136.42	1,500.00	4,500.00	963.61
5007400 · Health & Accident Expense	2,747.92	2,502.00	9,289.17	9,980.00	30,000.00	7,360.97
5007500 · Retirement Expense	886.44	1,535.00	3,603.80	5,990.00	17,300.00	3,759.79
5007700 · Workers Compensation Expense	157.50	150.00	630.00	600.00	1,800.00	490.00
5007800 · Staff Employment Expense	-	-	-	-	-	150.00
Total 5001000 · Staff Expenses	26,538.81	27,884.00	114,498.09	127,894.00	350,000.00	104,746.41
5009000 · Administrative Expenses						
5009200 · Computers	245.00	1,600.00	980.00	4,400.00	11,700.00	1,094.97
5009300 · Equipment & Repair Expense	268.27	250.00	2,038.40	3,000.00	6,000.00	822.22
5009500 · Liability Insurance	-	-	1,595.00	1,750.00	2,300.00	1,595.00
5009600 · Meeting Expenses	644.86	1,083.00	1,955.14	2,732.00	8,800.00	1,353.99
5009650 · Newsletter Expenses	-	-	78.40	500.00	7,000.00	500.00
5009700 · Office Supplies	148.23	273.00	1,828.09	1,942.00	4,130.00	3,680.01
5009750 · Postage	589.27	1,250.00	7,286.15	5,900.00	18,150.00	4,393.72
5009800 · Professional Training	2,213.98	2,500.00	5,121.96	5,750.00	10,000.00	4,303.51
5009850 · Legal and Accounting	255.00	-	3,021.53	1,550.00	11,200.00	450.00
5009900 · Telephone/Wireless Equipment	518.47	522.00	1,716.26	2,088.00	6,264.00	1,636.17
Total 5009000 · Administrative Expenses	4,883.08	7,478.00	25,620.93	29,612.00	85,544.00	19,829.59
5150000 · Marketing Expenses						
5151000 · Advertising	76,187.55	80,020.00	238,555.74	240,380.00	785,500.00	178,031.11
5151500 · Film Recruitment	-	-	-	-	500.00	-
5152000 · Opportunity	5,422.99	18,000.00	37,328.29	47,500.00	215,000.00	57,420.25
5152500 · Printed Materials	13,579.95	5,000.00	30,929.55	28,866.00	127,800.00	22,263.24
5153000 · Publicity	2,698.38	6,830.00	15,693.22	21,610.00	43,225.00	15,527.41
5154000 · Sales Expenses	4,313.38	11,000.00	89,554.74	77,920.00	162,500.00	29,707.57
5155000 · Tradeshows/Conventions	3,123.24	5,750.00	4,729.60	7,500.00	51,500.00	10,772.66
5156000 · Visitor Information Center	80.23	-	731.57	1,287.00	6,925.00	779.49
5156500 · Web Site	858.75	3,000.00	3,463.70	9,125.00	44,950.00	4,732.17
Total 5150000 · Marketing Expenses	106,264.47	129,600.00	420,986.41	434,188.00	1,437,900.00	319,233.90
Total Expense	137,686.36	164,962.00	561,105.43	591,694.00	1,873,444.00	443,809.90
	<u>(137,501.40)</u>	<u>(164,962.00)</u>	<u>336,506.53</u>	<u>302,528.00</u>	<u>0.00</u>	<u>321,549.89</u>

Cash	Current Month	Last Month	Last Year
Unrestricted	457,779	723,801	385,758
BMW Reserves	-	-	20,000
Restricted	150,000	150,000	125,000
Total Cash	607,779	873,801	530,758



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	%To Goal
Groups	17	4			21	37	57%
Room Nights	15,600	1,150			16,750	30,000	56%

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	20,301	21,716	21,983									86,724

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	1.1	0.4	-3.0				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	6.6	7.1	7.3	12.6	3.4	9.4	7.5

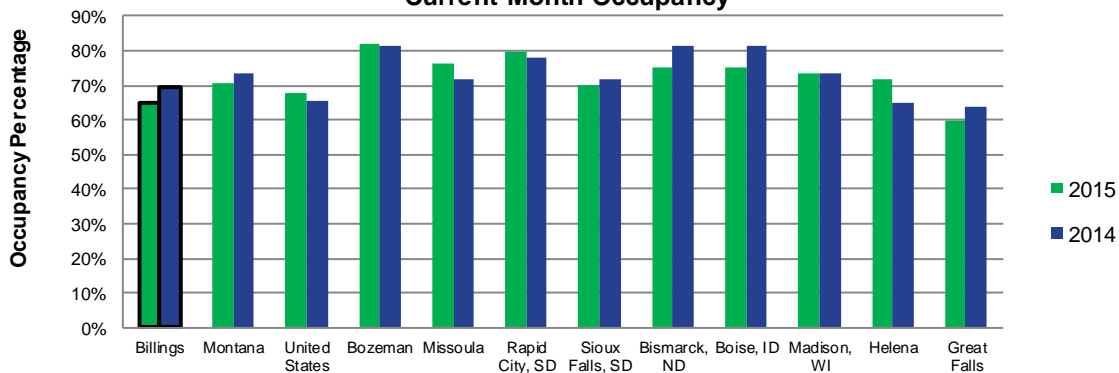
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2015	2014
Billings, MT	63.9%	69.1%
Montana	63.1%	63.5%
United States	67.3%	66.0%
Bozeman, MT	71.5%	69.7%
Missoula, MT	65.1%	62.6%
Rapid City, SD	62.7%	63.8%
Sioux Falls, SD	65.5%	65.4%
Bismarck, ND	67.4%	72.3%
Boise, ID	74.0%	67.8%
Madison, WI	67.0%	67.6%
Helena, MT	64.5%	61.0%
Great Falls, MT	60.8%	60.5%

CURRENT MONTH OCCUPANCY

September		
LOCATION	2015	2014
Billings, MT	64.7%	69.4%
Montana	70.9%	73.3%
United States	67.9%	65.7%
Bozeman, MT	81.7%	81.2%
Missoula, MT	76.1%	71.6%
Rapid City, SD	79.6%	77.8%
Sioux Falls, SD	69.8%	71.7%
Bismarck, ND	75.1%	81.3%
Boise, ID	75.1%	81.3%
Madison, WI	73.6%	73.7%
Helena, MT	72.0%	64.7%
Great Falls, MT	60.0%	63.9%

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 to12 Jul-15	SP	HIGM	\$ 33,750	Q1
Indian Relay	CW	CVB-P	3000	18 to 20 Sep 15	CW	TBD	\$ 675,000	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	120	25 to 26 Feb- 16	O	CP	\$ 27,000	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
NCAT-National Center for Appropriate Technologies	SR	CVB	200	Mar-16	O	TBD	\$ 45,000	Q1
North America Road Rally-Big Sky Rally	NR	CVB	80	Jul-16	O	BHR	\$ 18,000	Q1
NCAT-National Center for Appropriate Technologies	NR	CVB-S	(200)	30-Sep-15	O	BHCC	\$ (45,000)	O1
Tuff Stuff	NR	CVB	100	Jul-16	O	NH	\$ 22,500	Q1
Home School	LR	CVB-S	(60)	21-Aug-15	O	NA	\$ (13,500)	Q1
MHA Convention	SR	CVB-S	(750)	22-Sep-15	O	NA	\$ (168,750)	Q1
MNA	SR	CVB-S	(400)	29-Sep-15	O	NA	\$ (90,000)	Q1
Global Travel Alliance	LR	CVB-S	(200)	15-Sep-15	O	NA	\$ (45,000)	Q1
Q1 BOOKED EVENTS		17		Q1 ROOM NIGHTS			15,600	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
EMspring (HUB International)	RR	CVB	30	Jun-16	O	TBD	\$6,750	Q2
Holiday Classic Basketball Tournament	LR	CVB	600	18 to 19 Dec- 16	CW	ALL	\$135,000	Q2
Liquor Store Owners Association of Montana	SR	CVB	20	17 to 18 Jan- 16	O	TBD	\$4,500	Q2
MT Speech and Hearing Association	SR	CVB-S	(175)	16-Oct-16	O	CP	\$ (39,375)	Q2

Riverstone	LR	CVB-S	(100)	01-Oct-16	O	NA	\$ (22,500)	Q2
RV Tour	LR	CVB-S	(200)	12-Oct-16	O	NA	\$ (45,000)	Q2
West Coast Swing	LR	CVB-S	(20)	16-Oct-16	O	NA	\$ (4,500)	Q2
State AA Soccer Tournament	LR	CVB-P	500	Oct-15	CWSP	ALL	\$ 112,500	Q2
Q2 BOOKED EVENTS		4		Q2 ROOM NIGHTS			1,150	
<u>TOTAL BOOKINGS</u>			<u>TOTAL ROOM NIGHTS</u>			<u>TOTAL ECONOMIC IMPACT</u>		
21			16,750			\$ 3,768,750		

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

NTCA National Telecom. Cooperative Assoc.	NR	CVB	305	15 to 17 or 22 to 24 Oct 17	O	TBD	\$ 68,625	Q1
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SITE TOURS/FAM TOURS/HOSPITALITY				
NAME	ROOM NIGHTS	DATE	ACTION	QTR. TOURED
Kirstina Lana	1	Jul-15	SM Influencer	Q1
Esbeth Calendar	1	Jul-15	SM Influencer	Q1
Hike Bike Tour	2	Jul-15	Site Visit	Q1
Tuff Stuff	2	Aug-15	Site Visit	Q1
Brooke Wilson	0	10 to 14 Aug-15	SM Influencer	Q1
Mega Fam	40	18 to 20 Sep- 15	FAM Tour	Q1
OWAA	4	21 to 23 Sep- 15	Site Visit	Q1
KKT/GWRRRA	8	27 to 30 Sep- 15	Site Visit	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
Pioneer Baseball League/ NW League. All- Star Game	Centrally Located for easier team/League travel	2016	Ogden, UT

MARKETING INITIATIVES/EXPOSURE/PUBLICITY	
NAME	REASON/RESULTS
Make it a Long Weekend	Promotes events and attractions and allows Visitors to customize a prize package
Gear UP	Promotes Billings as THE place to gear up and prep before you head out on your hunting excursion in Montana.

Holiday Campaign	Annual holiday shopping campaign positions Billings as a place to stay a night or two and cross all the items off of the holiday shopping and event list
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EVENTS ATTENDED			
NAME	LOCATION	STAFF	REASON
DMAI Annual Convention	Austin, TX	AA	Professional Training
GWRRA Wing Ding 37	Huntsville, AL	AH, AT, SC	Attendance Building
DMAI Visitor Service Summit	Salt Lake, UT	AH	VS Training
IMEX	Las Vegas, NV	SC	Tradeshaw
TAC	White Sulphur Springs, MT	AT	States Updates/ Required
Chamber/CVB Board Retreat	Red Lodge, MT	AT	Annual Strategizing
MLHA Annual Convention	Kalispell, MT	AT, SC	Represent Billings TBID & Networking
Family Travel Submit	Paradise Valley, MT	AA	Networking
Stellar Meet	Billings, MT	AA	SM Development

KEY
<p>ORIGIN CATEGORIES: <i>TS- Tradeshaw; 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

