



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
December 10, 2015**

Due to busy work and holiday travel schedules, we will not hold a full TBID Board Meeting this month. However, we do need approval of the June 30, 2015 independent audit report as required by the State of Montana. This new requirement must be approved by the Board and then submitted to the State by December 31, 2015. We can do this via conference call Thursday to make it easier for all.

Please call-in at 8:30 a.m., Thursday, 12/10. We will have a short call with one agenda item in which to take action. That agenda item is the approval of the audit. The Audit Committee of the TBID Board, made up of Chairperson Steve Wahrlich, Vice Chairperson Shelli Mann and Treasurer Joyce Bratland, met this morning with Matt Schafer, Megan Stevenson, John Brewer and myself, to allow the committee to prep for preliminary approval and recommendation to the TBID Board.

Please call in on Thursday. Matt will present the audit report, followed by discussion and ultimate action on the audit. The official document is attached for your reference. It sounds like there will be four members available to call in which will establish a Quorum. We would expect this call to take about 15 minutes. It will be a published-public call to operate with-in Public Meeting Laws.

Conference call details:

Thursday, December 10, 2015 @ 8:30 a.m.

The call in information is:

Dial: 866-876-1424

Passcode: 2730236

Thank you for your time. Attached you will also find the November PACE and Activity Report for your reference.

Alex Tyson
Executive Director of Visit Billings

Managed by the Billings Chamber of Commerce



November Pace & Activity Report



MARKETING & SALES PACE REPORT



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	17	7			24	37	65%
Room Nights	15,600	4,100			19,700	30,000	66%

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	15,755								102,479

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	-2.2			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

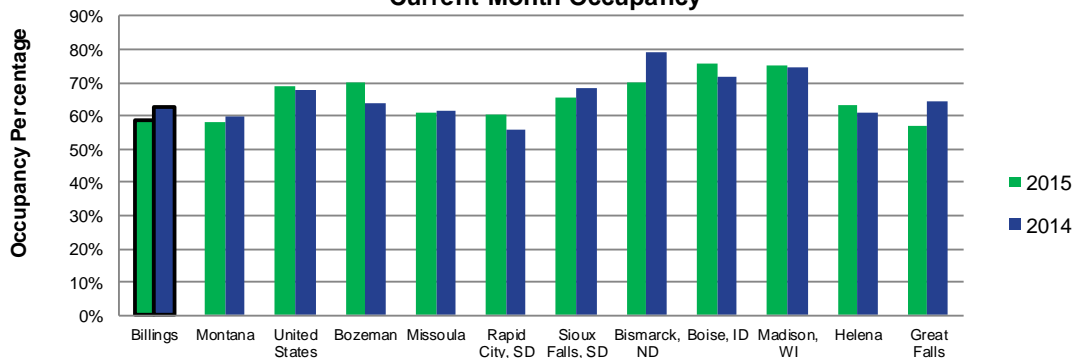
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2015	2014
Billings, MT	63.3%	68.4%
Montana	62.6%	63.2%
United States	67.4%	66.2%
Bozeman, MT	71.3%	69.1%
Missoula, MT	64.6%	62.4%
Rapid City, SD	62.5%	63.0%
Sioux Falls, SD	65.6%	65.7%
Bismarck, ND	67.6%	73.1%
Boise, ID	74.2%	68.2%
Madison, WI	67.8%	68.3%
Helena, MT	64.4%	60.9%
Great Falls, MT	60.4%	60.9%

CURRENT MONTH OCCUPANCY

October		
LOCATION	2015	2014
Billings, MT	58.8%	62.6%
Montana	58.4%	60.1%
United States	69.1%	68.0%
Bozeman, MT	69.8%	63.8%
Missoula, MT	60.8%	61.8%
Rapid City, SD	60.3%	56.1%
Sioux Falls, SD	65.6%	68.5%
Bismarck, ND	70.0%	79.0%
Boise, ID	75.8%	71.5%
Madison, WI	75.1%	74.5%
Helena, MT	63.4%	60.8%
Great Falls, MT	56.9%	64.2%

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 Associatin 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
Stockman Bank Magic City Soccer Tournament	LR	CVB	2500	29-Apr-16 to 1-May-16	CW	ALL	\$ 562,500	Q2
Hockey- Bog Sky State Games Spring Events	LR	CVB-P	TBD	15 to 17 Apr- 16	SP	TBD	\$ -	Q2
Curling- Big Sky State Games Spring Event	LR	CVB-P	TBD	29-Apr-16 to 1-May-16	SP	TBD	\$ -	Q2
All- American Indian Shootout	LR	CVB- P	450	Mar-15	SP	BHR	\$ 101,250	Q2
Q2 BOOKED EVENTS			7			Q2 ROOM NIGHTS		4,100
TOTAL BOOKINGS			TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT		
24			19,700			\$ 4,432,500		

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

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	Prompts 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

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	Tradeshow
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
Smart Meetings	Colorado Springs	SC	Meeting Planner

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>

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

