



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
January 14, 2016
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 – Shelli Mann.....8:30
II. Public Comment on Items Not Included on the Agenda
(Comments limited to three (3) minutes per speaker)
III. Welcome Mr. Art Westwood to the Billings TBID BOD – S. Mann
IV. Approval of November 8, 2015 Board Minutes – S. Mann - Pages 2- 3.....ACTION
V. Approval of November Financial & Variance Reports - M. Stevenson - Pages 4-5.....ACTION
Approval of December Financial & Variance Reports - M. Stevenson - Pages 6-8.....ACTION
a) Collections Update– M. Stevenson
b) Billings Tourism Business Improvement District 990 Review/Approval – M. Stevenson.....ACTION
VI. New Business8:40-8:55
a) FY16 Budget Adjustments - A. Tyson
b) Property Ownership Changes – S. Mann
VII. Old Business.....8:55-9:55
a) Visit Billings Grant Recipients – A. Hall/A. Tyson
b) Airport Baggage Corridor Update – A. Tyson
c) Mid-Year Team Updates
i. K. McCandless – Leisure Marketing Spring/Summer 2016
ii. S. Cattarin – Meetings/Conventions/Group Segments
iii. A. Austin – PR/SM/Semi-Truck Launch
iv. A. Hall – VIC/Serviceing & Fulfillment
v. A. Tyson – Sports/Renewal
VIII. Partner Update.....9:55-10:00
a) Billings Chamber of Commerce Update – G.Hart, Chamber/TBID Board Liaison
IX. Adjournment.....ACTION

Next Meeting: Thursday, February 11, 2016

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – November 12, 2015

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

Board Members Absent:

Ex-Officio member Present: Ginny Hart

Staff Present: Alex Tyson, Alyssa Hall, Andy Austin, Stefan Cattarin, Megan Stevenson

Others Present: Kris Keck- Indian Relay

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 October 8, 2015 Board Minutes

MOTION: Joyce 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.

Old Business

Indian Relay Presentation – Kris Keck, with Indian Relay, presented a request to the TBID Board. The group is requesting that Visit Billings be a major sponsor in the event.

MOTION: Ron motioned that the Board would support a one year contract and offer 25,000 to Indian Relay and increase to \$50,000 per meeting a contract with a reputable TV or Cable network or become a part of the Calgary Stampede. LaRell seconded: Motion Carried. The Board also discussed enlisting SEMT to help fund Indian Relay.

Air Service Update – John and Steve updated the Board on air service meeting with American Airlines and stated new meetings with additional airlines, such as United Airlines and Delta airlines were scheduled. The outcome of American Airlines is still to be determined but was very promising. Delta Airlines has now added a flight to Seattle. John stated that the conversations this has started will greatly impact our community for the better.

TBID Open Board Seat Update – Steve walked the TBID Board of the process of electing a new board member. Shelli agreed to send an email out to YCLA for voting and updating purposes.

New Business

Holiday Inn Grand Montana Auction Outcome – Steve updated the Board on the auction outcome.

TBID Renewal Initiation – Alex informed the Board of how the renewal process works and what our current timeline on the process is. She also talked about giving the City Council a mid-year update on the TBID success.

State TBID Meeting Recap – Steve updated the Board on the great conversations that took place at the State TBID Meeting.

Staff & Partner Updates

Team Updates:

Stefan: Stefan updated the Board on his Smart Meetings event in Colorado Springs. He stated he received 12 leads from the meeting.

Andy: Andy updated the Board on the new Holiday Campaign as well as the contest Visit Billings is doing via social media accounts.

Alyssa: Alyssa informed the Board of the success with Visit Billings mass mailings. She stated that Visit Billings is mailing more than 2000 visitor guides a month.

Kelly: Kelly is currently out on maternity leave.

Billings Chamber of Commerce Update – Ginny updated the Board on Shop Small Saturday. She also reminded them of the upcoming Ag Banquet on January 15th of 2016.

Shelli 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 November 30, 2015

Year-to-Date revenue over expenses is \$37,946 over budget.

Revenue is \$3,516 over budget from interest income & assessments.

Expenses are \$34,430 under budget.

- Staff Expenses are \$17,449 under budget from staffing changes.
- Administrative Expenses are \$1,885 under budget.
 - Equipment & Repair is under budget \$943.
 - Meetings is under budget \$1,162.
 - TBID Communications is under budget \$922.
 - Legal & Accounting is over budget \$1,472 from legal fees.
- Marketing Expenses are \$15,097 under budget from the following:
 - Advertising is over budget \$6,455 from regional leisure advertising.
 - Opportunity is \$10,654 under budget from Welcome Banners and Visit Billings grants.
 - Printed Materials is under budget \$3,302 from presentation materials and Visit Billings video.
 - Publicity is under budget \$7,643 from anticipated expenses for the Mega FAM and TTA program.
 - Sales Expense is over budget \$9,448 from Attendance Building for Gold Wing and site visits.
 - Tradeshows is under budget \$4,045 from anticipated registration fees and travel expenses.
 - Website is under budget \$4,650 due to timing of when work is performed and necessary.

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

November 2015

	CURRENT MONTH		YEAR TO DATE		2015-16 Annual Budget	LAST YEAR
	Acutal	Budget	November 2015	November 2015		November 2014
			Actual	Budget		Actual
Income						
4001100 · TBID Assessments	-	-	896,882.12	894,222.00	1,788,444.00	764,739.03
4001500 · Miscellaneous Income	125.73	-	855.57	-	-	737.06
Carryover from 2014-2015					85,000.00	-
Total Income	125.73	-	897,737.69	894,222.00	1,873,444.00	765,476.09
Expense						
5001000 · Staff Expenses						
5007000 · Wages	18,377.78	21,665.00	111,333.41	124,345.00	276,000.00	104,477.26
5007100 · FICA Expense	1,433.78	1,657.00	8,316.85	8,801.00	20,400.00	7,335.00
5007200 · Unemployment Expense	199.05	375.00	1,335.47	1,875.00	4,500.00	1,040.53
5007400 · Health & Accident Expense	2,827.65	2,502.00	12,116.82	12,482.00	30,000.00	9,352.60
5007500 · Retirement Expense	630.44	1,310.00	4,234.24	7,300.00	17,300.00	4,513.53
5007700 · Workers Compensation Expense	137.50	150.00	767.50	750.00	1,800.00	627.50
5007800 · Staff Employment Expense	-	-	-	-	-	150.00
Total 5001000 · Staff Expenses	23,606.20	27,659.00	138,104.29	155,553.00	350,000.00	127,496.42
5009000 · Administrative Expenses						
5009200 · Computers	4,095.00	600.00	5,075.00	5,000.00	11,700.00	1,459.97
5009300 · Equipment & Repair Expense	269.01	250.00	2,307.41	3,250.00	6,000.00	1,021.45
5009500 · Liability Insurance	500.00	550.00	2,095.00	2,300.00	2,300.00	2,095.00
5009600 · Meeting Expenses	72.60	458.00	2,027.75	3,190.00	8,800.00	1,532.15
5009650 · TBID Communications	-	500.00	78.40	1,000.00	7,000.00	500.00
5009700 · Office Supplies	222.54	273.00	2,050.63	2,215.00	4,130.00	3,711.15
5009750 · Postage	28.80	1,250.00	7,314.95	7,150.00	18,150.00	5,893.72
5009800 · Professional Training	2,017.88	1,250.00	7,139.84	7,000.00	10,000.00	5,260.59
5009850 · Legal and Accounting	-	-	3,021.53	1,550.00	11,200.00	450.00
5009900 · Telephone/Wireless Equipumnt	553.42	522.00	2,269.68	2,610.00	6,264.00	1,917.79
Total 5009000 · Administrative Expenses	7,759.25	5,653.00	33,380.19	35,265.00	85,544.00	23,841.82
5150000 · Marketing Expenses						
5151000 · Advertising	128,799.00	120,520.00	367,354.74	360,900.00	785,500.00	280,696.86
5151500 · Film Recruitment	-	-	-	-	500.00	-
5152000 · Opportunity	14,518.20	15,000.00	51,846.49	62,500.00	215,000.00	71,062.80
5152500 · Printed Materials	-	5,366.00	30,929.55	34,232.00	127,800.00	23,216.69
5153000 · Publicity	3,354.00	5,080.00	19,047.22	26,690.00	43,225.00	16,598.59
5154000 · Sales Expenses	8,233.00	10,420.00	97,787.74	88,340.00	162,500.00	35,391.94
5155000 · Tradeshows/Conventions	3,225.24	4,500.00	7,954.84	12,000.00	51,500.00	12,133.69
5156000 · Visitor Information Center	-	150.00	731.57	1,437.00	6,925.00	807.99
5156500 · Web Site	2,511.37	1,500.00	5,975.07	10,625.00	44,950.00	5,453.67
Total 5150000 · Marketing Expenses	160,640.81	162,536.00	581,627.22	596,724.00	1,437,900.00	445,362.23
Total Expense	192,006.26	195,848.00	753,111.70	787,542.00	1,873,444.00	596,700.47
	(191,880.53)	(195,848.00)	144,625.99	106,680.00	0.00	168,775.62
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	265,898	457,779	232,984	
		Contract Reserves	-	-	20,000	
		Restricted	150,000	150,000	125,000	



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of December 31, 2015

Year-to-Date revenue over expenses is \$794,414 over budget.

Revenue is \$3,600 over budget from interest income & assessments.

Expenses are \$85,814 under budget.

- Staff Expenses are \$21,564 under budget from staffing changes.
- Administrative Expenses are \$3,363 under budget.
 - Equipment & Repair is under budget \$921.
 - Meetings is under budget \$1,661 from staff mileage reimbursement and miscellaneous meeting expenses.
 - TBID Communications is under budget \$922.
 - Legal & Accounting is over budget \$1,472 from legal fees.
 - Telephone/Wireless is under budget \$505.
- Marketing Expenses are \$50,887 under budget from the following:
 - Advertising is under budget \$36,033 from leisure national advertising, vouchers, and social media marketing.
 - Opportunity is \$9,758 under budget from Welcome Banners and Visit Billings grants.
 - Printed Materials is under budget \$1,558 from promotional materials.
 - Publicity is under budget \$7,603 from anticipated expenses for the Mega FAM, Sponsorship Opportunities and the TTA program.
 - Sales Expense is over budget \$8,921 from Attendance Building for Gold Wing and site visits.
 - Tradeshows is over budget \$2,578 from Smart Meetings registration.
 - Website is under budget \$6,439 due to timing of when work is performed and necessary.

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

December 2015

	CURRENT MONTH		YEAR TO DATE		2015-16 Annual Budget	LAST YEAR
	Actual	Budget	December 2015	December 2015		December 2014
			Actual	Budget		Actual
Income						
4001100 · TBID Assessments	-	-	896,882.12	894,222.00	1,788,444.00	764,739.03
4001500 · Miscellaneous Income	84.70	-	940.27		-	826.44
Carryover from 2014-2015					85,000.00	-
Total Income	84.70	-	897,822.39	894,222.00	1,873,444.00	765,565.47
Expense						
5001000 · Staff Expenses						
5007000 · Wages	18,060.48	21,665.00	129,393.89	146,010.00	276,000.00	123,060.76
5007100 · FICA Expense	1,425.72	1,657.00	9,742.57	10,458.00	20,400.00	8,814.57
5007200 · Unemployment Expense	208.51	375.00	1,543.98	2,250.00	4,500.00	1,108.03
5007400 · Health & Accident Expense	2,935.03	2,502.00	15,051.85	14,984.00	30,000.00	11,344.23
5007500 · Retirement Expense	676.57	1,310.00	4,910.81	8,610.00	17,300.00	5,459.83
5007700 · Workers Compensation Expense	137.50	150.00	905.00	900.00	1,800.00	765.00
5007800 · Staff Employment Expense	100.00	-	100.00	-	-	150.00
Total 5001000 · Staff Expenses	23,543.81	27,659.00	161,648.10	183,212.00	350,000.00	150,702.42
5009000 · Administrative Expenses						
5009200 · Computers	1,829.99	2,000.00	6,904.99	7,000.00	11,700.00	1,752.47
5009300 · Equipment & Repair Expense	271.58	250.00	2,578.99	3,500.00	6,000.00	1,300.60
5009500 · Liability Insurance	-	-	2,095.00	2,300.00	2,300.00	2,095.00
5009600 · Meeting Expenses	634.10	1,133.00	2,661.85	4,323.00	8,800.00	1,776.29
5009650 · TBID Communications	-	-	78.40	1,000.00	7,000.00	1,000.00
5009700 · Office Supplies	191.86	277.00	2,242.49	2,492.00	4,130.00	4,469.52
5009750 · Postage	330.91	350.00	7,645.86	7,500.00	18,150.00	5,893.72
5009800 · Professional Training	1,437.70	2,000.00	8,577.54	9,000.00	10,000.00	5,405.59
5009850 · Legal and Accounting	-	-	3,021.53	1,550.00	11,200.00	1,052.00
5009900 · Telephone/Wireless Equipment	357.73	522.00	2,627.41	3,132.00	6,264.00	2,341.89
Total 5009000 · Administrative Expenses	5,053.87	6,532.00	38,434.06	41,797.00	85,544.00	27,087.08
5150000 · Marketing Expenses						
5151000 · Advertising	32,032.74	74,520.00	399,387.48	435,420.00	785,500.00	296,556.31
5151500 · Film Recruitment	-	500.00	-	500.00	500.00	-
5152000 · Opportunity	14,395.20	13,500.00	66,241.69	76,000.00	215,000.00	76,809.36
5152500 · Printed Materials	12,244.75	10,500.00	43,174.30	44,732.00	127,800.00	24,849.79
5153000 · Publicity	99.64	60.00	19,146.86	26,750.00	43,225.00	19,168.35
5154000 · Sales Expenses	1,973.04	2,500.00	99,760.78	90,840.00	162,500.00	39,858.20
5155000 · Tradeshows/Conventions	12,823.16	6,200.00	20,778.00	18,200.00	51,500.00	12,510.00
5156000 · Visitor Information Center	960.33	750.00	1,691.90	2,187.00	6,925.00	1,657.99
5156500 · Web Site	2,336.00	4,125.00	8,311.07	14,750.00	44,950.00	7,608.77
Total 5150000 · Marketing Expenses	76,864.86	112,655.00	658,492.08	709,379.00	1,437,900.00	479,018.77
Total Expense	105,462.54	146,846.00	858,574.24	934,388.00	1,873,444.00	656,808.27
	(105,377.84)	(146,846.00)	39,248.15	-40,166.00	0.00	108,757.20
			Cash	Current Month	Last Month	Last Year
			Unrestricted	160,520	265,898	172,965
			Contract Reserves	-	-	20,000
			Restricted	150,000	150,000	125,000
			Total Cash	310,520	415,898	317,965

GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	%To Goal
Groups	17	9	3		26	37	70%
Room Nights	15,600	4,100	500		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	13,623							116,102

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	-9.6		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

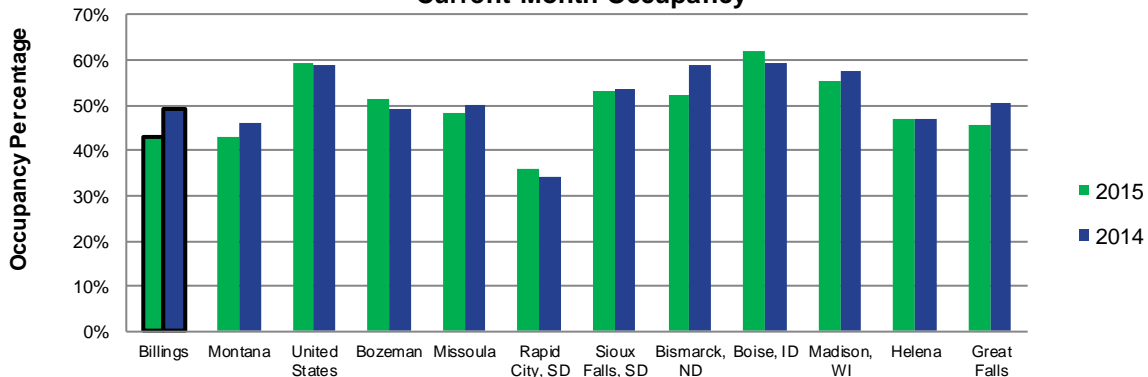
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2015	2014
Billings, MT	61.5%	66.7%
Montana	60.8%	61.7%
United States	66.7%	65.5%
Bozeman, MT	51.4%	49.2%
Missoula, MT	48.2%	50.2%
Rapid City, SD	35.9%	34.0%
Sioux Falls, SD	53.3%	53.8%
Bismarck, ND	52.1%	59.0%
Boise, ID	61.9%	59.5%
Madison, WI	55.5%	57.6%
Helena, MT	47.0%	47.2%
Great Falls, MT	45.7%	50.7%

CURRENT MONTH OCCUPANCY

November		
LOCATION	2015	2014
Billings, MT	42.9%	49.4%
Montana	42.9%	46.1%
United States	59.4%	58.8%
Bozeman, MT	51.4%	49.2%
Missoula, MT	48.2%	50.2%
Rapid City, SD	35.9%	34.0%
Sioux Falls, SD	53.3%	53.8%
Bismarck, ND	52.1%	59.0%
Boise, ID	61.9%	59.5%
Madison, WI	55.5%	57.6%
Helena, MT	47.0%	47.2%
Great Falls, MT	45.7%	50.7%

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 Volkspots 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 Fast pitch 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 Health	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
Leadership Montana	LR	CVB-P	TBD	Apr-16	O	TBD		Q2
Q2 BOOKED EVENTS		9		Q2 ROOM NIGHTS			4,100	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Shrine	LR	CVB-P	TBD	4 to 6 Aug- 16	O	BHCC		Q3
Shrine	LR	CVB-P	TBD	6 to 9 Oct-16	O	TBD		Q3
Eastern A Divisional Basketball	LR	CVB-P	500	Mar-16	SP	BHCC	\$ 112,500	Q3
Q3 BOOKED EVENTS		3		Q3 ROOM NIGHTS			500	
<u>TOTAL BOOKINGS</u>		<u>TOTAL ROOM NIGHTS</u>			<u>TOTAL ECONOMIC IMPACT</u>			
26		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
NTCA National Telecom. Cooperative Assoc.	NR	CVB	305	15 to 17 or 22 to 24 Oct 17	O	TBD	\$ 68,625	Q1
Northwest Regional legion Baseball	LR	CVB-P	TBD	Aug-17,18	CWSP	BHCC		Q2
Payne West Meeting	LR	CVB-P	TBD	Oct-16	O	TBD		Q3

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
Trev & Elaine	1	7 to 8 Jan- 15	SM Influencer	Q3

UNDETERMINED/ 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
Military Order of the World Wars	Undetermined Business	2015	Undetermined Business

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
Winter Campaign	Make a Break for Billings

EVENTS ATTENDED			
NAME	LOCATION	STAFF	REASON
DMAI Annual Convention	Austin, TX	AA	Professional Training
GWRRRA 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
Smart Meetings	Santa Clara, CA	SC	Meeting Planner
Cowboy Christmas	Las Vegas, NV	AA	Tradeshow
MSAE	Helena, MT	SC	Networking

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

