



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
February 11th, 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 – Steve Wahrlich.....8:30
II. Public Comment on Items Not Included on the Agenda
(Comments limited to three (3) minutes per speaker)
III. Introduction of Guest
Jeff Walters, Chairman, Billings Chamber of Commerce Board of Directors.....COMMENTS
IV. Approval of January 14, 2015 Board Minutes – S. Wahrlich - Pages 2-3.....ACTION
V. Approval of January Financial & Variance Reports- M. Stevenson - Pages 4-5.....ACTION
VI. New Business8:35-9:05
a. Public Policy Manual – A. Tyson.....ACTION
b. Judy Randall – S. Wahrlich/A. Tyson
c. Upcoming Sports Bids – A. Tyson.....ACTION
VII. Old Business.....9:05-9:30
a. Airport Baggage Claim Exit Corridor Update - A. Tyson.....ACTION
b. Mobile Marketing/Semi-Truck Campaign Launch Update – K. McCandless/A. Austin
c. Butler Map Project – S. Wahrlich
VIII. Staff & Partner Update/Marketing/PACE- Pages 6-14.....9:50-10:15
a. Team Updates
b. Billings Chamber of Commerce – G.Hart, Chamber/TBID Board Liaison
IX. Adjournment.....ACTION

Next Meeting: Thursday, March 10, 2016

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – July 9, 2015

Board Members Present: Shelli Mann, Ron Spence, Joyce Bratland, Joe Studiner, LaRell Baldwin, Art Westwood

Board Members Absent: Steve Wahrlich

Ex-Officio member Present:

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

Others Present: Matt Schaffer

Call to Order

Shelli Mann called the meeting to order at 8:30 a.m. in the Billings Chamber Board Room.

Public Comment

None

Welcome Mr. Art Westwood to the Billings TBID BOD

Shelli Mann welcomed new board member, Art Westwood, to the TBID BOD

Approval of Board Minutes

Request for a motion to approve the November 8, 2015 Board Minutes

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

Approval of Financial and Variance Report

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

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

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

MOTION: Ron motioned to approve the financial reports; LaRell seconded; Motion carried.

Collections Update – Megan updated the Board on the collections

TBID 990 Review/Approval – Matt Schaffer walked the Board through the 990 Form.

Request for a motion to approve the TBID 990 Form

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

New Business

FY16 Budget Adjustments –In FY15-16 there has \$450,000 in non-budgeted items. Alex updated the Board on the recent budget adjustments. She explained with the adjustments there is still \$25,000 for the reserve account.

Property Ownership Changes – Shelli updated the Board on the recent property changes. She explained the Holiday Inn Grand Montana will be converting to Inner Circle and the Crowne Plaza converting to a Double Tree.

Old Business

Visit Billings Grant Recipients – Alex informed the Board of the \$13,000 the TBID would be granting.

Airport Baggage Corridor Update – Alex updated the Board on the current status of the Airport Corridor. She stated at this time we are waiting for Eric Finstad, AD Creative Group, to bring in designs as well as pricing.

Mid-Year Team Updates:

K. McCandless – Leisure Marketing Spring/Summer 2016

S. Cattarin – Meetings/Conventions/Group Segments

A. Austin – PR/SM/Semi-Truck Launch

A. Hall – VIC/Servicing & Fulfillment

A. Tyson – Sports/Renewal

Ron made a motion to adjourn the meeting; Joyce seconded. Meeting adjourned at 10:20 a.m.

Submitted by Alyssa Hall

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of January 31, 2015

Year-to-Date revenue over expenses is \$67,351 over budget.

Revenue is \$11,582 under budget:

- Assessment is under budget \$12,592 due to the prepayment of revenue that was received last year in June. This revenue was budgeted to have been received this current fiscal year.
- Misc Income is over budget \$1,010 from interest income.

Expenses are \$78,933 under budget.

- Staff Expenses are \$24,650 under budget from staffing changes.
- Administrative Expenses are \$8,141 under budget.
 - Equipment & Repair is under budget \$1,924.
 - Meetings is under budget \$1,697 from staff mileage reimbursement and miscellaneous meeting expenses.
 - TBID Communications is under budget \$3,922 due to timing of newsletter.
 - Postage is under budget \$1,067 due to timing of expenses.
 - Legal & Accounting is over budget \$972 from legal fees.
 - Telephone/Wireless is under budget \$456.
- Marketing Expenses are \$46,142 under budget from the following:
 - Advertising is under budget \$28,933 from leisure national advertising, social media marketing and anticipated Agency Retainer fees that are shared with lodging tax funds.
 - Opportunity is \$7,842 under budget from Welcome Banners.
 - Publicity is under budget \$8,636 from anticipated expenses for the Mega FAM, Sponsorship Opportunities, Photos and the TTA program.
 - Sales Expense is over budget \$9,981 from Attendance Building for Gold Wing and site visits.
 - Tradeshows is over budget \$2,098 from Smart Meetings registration and travel costs.
 - Website is under budget \$11,400 due to timing of when work is performed and necessary as well as purchase of graphic templates.

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

January 2016

	CURRENT MONTH		YEAR TO DATE		2015-16 Annual Budget	LAST YEAR January 2015 Actual
	Actual	Budget	January 2016	January 2016		
			Actual	Budget		
Income						
4001100 · TBID Assessments	878,970.00	894,222.00	1,775,852.12	1,788,444.00	1,788,444.00	1,514,472.15
4001500 · Miscellaneous Income	69.62	-	1,009.89		-	1,049.84
Carryover from 2014-2015					85,000.00	-
Total Income	879,039.62	894,222.00	1,776,862.01	1,788,444.00	1,873,444.00	1,515,521.99
Expense						
5001000 · Staff Expenses						
5007000 · Wages	18,868.33	21,665.00	148,262.22	167,675.00	276,000.00	141,461.58
5007100 · FICA Expense	1,465.21	1,657.00	11,207.78	12,115.00	20,400.00	10,261.42
5007200 · Unemployment Expense	436.20	375.00	1,980.18	2,625.00	4,500.00	1,614.97
5007400 · Health & Accident Expense	2,938.45	2,502.00	17,990.30	17,486.00	30,000.00	13,736.35
5007500 · Retirement Expense	952.22	1,535.00	5,863.03	10,145.00	17,300.00	6,544.29
5007700 · Workers Compensation Expense	137.50	150.00	1,042.50	1,050.00	1,800.00	902.50
5007800 · Staff Employment Expense	-	-	100.00	-	-	150.00
Total 5001000 · Staff Expenses	24,797.91	27,884.00	186,446.01	211,096.00	350,000.00	174,671.11
5009000 · Administrative Expenses						
5009200 · Computers	245.00	250.00	7,149.99	7,250.00	11,700.00	1,997.47
5009300 · Equipment & Repair Expense	247.24	1,250.00	2,826.23	4,750.00	6,000.00	1,409.78
5009500 · Liability Insurance	-	-	2,095.00	2,300.00	2,300.00	2,095.00
5009600 · Meeting Expenses	797.18	833.00	3,459.03	5,156.00	8,800.00	3,005.69
5009650 · TBID Communications	-	3,000.00	78.40	4,000.00	7,000.00	1,000.00
5009700 · Office Supplies	207.59	273.00	2,450.08	2,765.00	4,130.00	4,187.43
5009750 · Postage	187.43	1,400.00	7,833.29	8,900.00	18,150.00	7,393.72
5009800 · Professional Training	995.00	-	9,572.54	9,000.00	10,000.00	5,405.59
5009850 · Legal and Accounting	7,550.00	8,050.00	10,571.53	9,600.00	11,200.00	6,082.00
5009900 · Telephone/Wireless Equipment	570.64	522.00	3,198.05	3,654.00	6,264.00	3,113.71
Total 5009000 · Administrative Expenses	10,800.08	15,578.00	49,234.14	57,375.00	85,544.00	35,690.39
5150000 · Marketing Expenses						
5151000 · Advertising	74,619.45	67,520.00	474,006.93	502,940.00	785,500.00	347,817.46
5151500 · Film Recruitment	-	-	-	500.00	500.00	-
5152000 · Opportunity	6,916.63	5,000.00	73,158.32	81,000.00	215,000.00	92,075.41
5152500 · Printed Materials	5,646.19	4,620.00	48,820.49	49,352.00	127,800.00	26,537.79
5153000 · Publicity	47.45	1,080.00	19,194.31	27,830.00	43,225.00	19,185.75
5154000 · Sales Expenses	6,480.00	5,420.00	106,240.78	96,260.00	162,500.00	43,598.69
5155000 · Tradeshows/Conventions	2,520.13	3,000.00	23,298.13	21,200.00	51,500.00	16,521.85
5156000 · Visitor Information Center	766.99	650.00	2,458.89	2,837.00	6,925.00	1,657.99
5156500 · Web Site	1,488.20	6,450.00	9,799.27	21,200.00	44,950.00	8,215.02
Total 5150000 · Marketing Expenses	98,485.04	93,740.00	756,977.12	803,119.00	1,437,900.00	555,609.96
Total Expense	134,083.03	137,202.00	992,657.27	1,071,590.00	1,873,444.00	765,971.46
	744,956.59	757,020.00	784,204.74	716,854.00	0.00	749,550.53
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	905,477	160,520	813,759	
		Contract Reserves	-	-	20,000	
		Restricted	150,000	150,000	125,000	
		Total Cash	1,055,477	310,520	958,759	

GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	17	9	8		34	37	92%
Room Nights	15,600	4,100	6,956		26,656	30,000	89%

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	16,069						132,171

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	-11.0	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

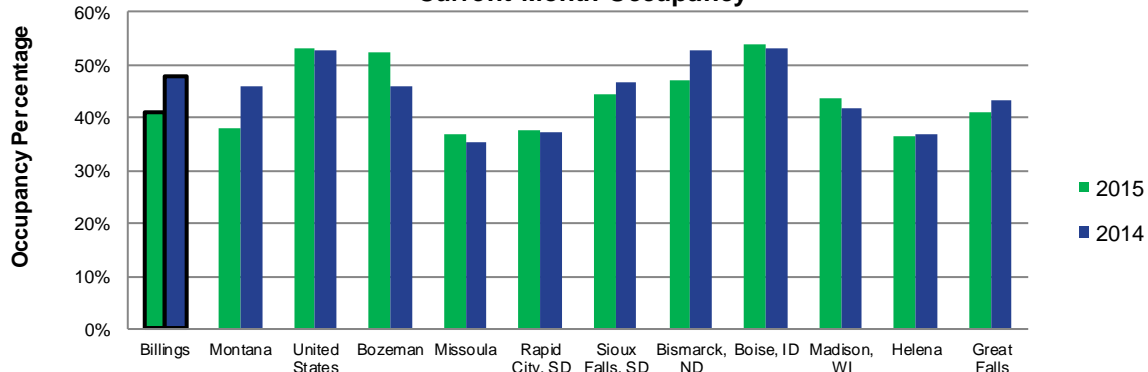
YTD OCCUPANCY

PAST 12 MONTHS			
LOCATION	2015	2014	
Billings, MT	59.7%	65.0%	
Montana	58.9%	59.8%	
United States	65.6%	64.4%	
Bozeman, MT	67.9%	65.4%	
Missoula, MT	60.9%	59.1%	
Rapid City, SD	58.1%	58.5%	
Sioux Falls, SD	62.7%	63.0%	
Bismarck, ND	64.6%	70.1%	
Boise, ID	71.5%	66.2%	
Madison, WI	64.7%	65.0%	
Helena, MT	60.6%	57.8%	
Great Falls, MT	57.5%	58.6%	

CURRENT MONTH OCCUPANCY

December			
LOCATION	2015	2014	
Billings, MT	41.0%	47.9%	
Montana	37.9%	46.1%	
United States	53.0%	52.6%	
Bozeman, MT	52.5%	45.8%	
Missoula, MT	36.8%	35.5%	
Rapid City, SD	37.5%	37.2%	
Sioux Falls, SD	44.6%	46.6%	
Bismarck, ND	47.0%	52.7%	
Boise, ID	53.8%	53.2%	
Madison, WI	43.5%	41.7%	
Helena, MT	36.5%	37.0%	
Great Falls, MT	40.9%	43.3%	

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	ALL	\$ 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	BHCC	\$ 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	CWSP	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	CWSP	ALL	\$ 562,500	Q2
Hockey- Big 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/ALL	\$ 101,250	Q2
Leadership Montana	LR	CVB-P	TBD	Apr-16	O	TBD		Q2
Magic City Blues	LR	CVB	TBD	5 to 7 Aug 16	CW	TBD		Q2
Q2 BOOKED EVENTS			9			Q2 ROOM NIGHTS		4,100
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Shrine I	LR	CVB-P	TBD	4 to 6 Aug- 16	O	BHCC		Q3
Shrine II	LR	CVB-P	TBD	6 to 9 Oct-16	CW	HGIM/ALL		Q3
Eastern A Divisional Basketball	LR	CVB-P	500	Mar-16	SP	BHCC	\$ 112,500	Q3
406 Duathlon	LR	CVB	50	12-Jun-16	SP	BHR	\$ 11,250	Q3
Eastern Montana Open- Billings Tennis Association	LR	CVB	30	28 to 30 May- 16	SP	TBD	\$ 6,750	Q3
Billings Fastpitch Showdown	LR	CVB	300	10 to 12 Jun- 16	CWSP	ALL	\$ 67,500	Q3
Home Builder Association State Board Meeting	LR	CVB-P	76	22 to 23 Sep- 16	O	TBD	\$ 17,100	Q3

All- Class State Wrestling	SR	CVB-P	6000	12 to 13 Feb- 16	CWSP	ALL	\$ 1,350,000	Q3
Q3 BOOKED EVENTS		8		Q3 ROOM NIGHTS			6,956	
<u>TOTAL BOOKINGS</u>			<u>TOTAL ROOM NIGHTS</u>			<u>TOTAL ECONOMIC IMPACT</u>		
34			26,656			\$ 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	TBD	Aug-17,18	CWSP	BHCC		Q2
MT Hotel & Lodging Association Sales and Marketing Retreat	LR	CVB	20	Jun-16	O	TBD	\$ 4,500	Q2

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	

CANCELLED/ LOST/ UNDETERMINED 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
PayneWest Insurance 2016 PL Summit	Better "Entertainment"	2016	Spokane, WA

Big Sky Team Camp	Guest Cancelled	1905	N/A
-------------------	-----------------	------	-----

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
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
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*

CITY WIDE STR REPORT- BILLINGS ROOM OCCUPANCY COMPARISON OF VALUE VS. HIGH SEASONS 2005-PRESENT

