



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
April 14th, 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. Approval of March 10th, 2016 Board Minutes – S. Wahrlich - Pages 2-3.....ACTION
- IV. Approval of March Financial & Variance Reports- M. Stevenson - Pages 4-5.....ACTION
- V. New Business8:35-9:25
 - a. Small Community Air Service Grant Support – S. Wahrlich/J. Brewer.....ACTION
 - b. Baggage Claim Corridor Update – A. Tyson
 - c. FY17 Budget and Strategies – A. Tyson.....ACTION
 - d. Visitor Information Center/Summer Update – A. Hall
 - e. Publicity and Social Media Manager Position Update – A. Austin/A. Tyson
 - f. Governor’s Conference Update – S. Wahrlich
 - g. MOTBD Meeting Update – S. Wahrlich/A. Tyson/J. Brewer
- VI. Old Business9:25-9:40
 - a. Yellowstone Kelly Interpretive Site Project Update – S. Mann/J. Brewer
 - b. Renewal Update – K. McCandless/A. Tyson
 - c. GWRRA Site Visit Update – S. Cattarin
- VII. Q3 Dashboard/Staff Updates.....9:40-10:10
 - a. Dashboard – A. Hall
 - b. Meetings/Conventions/RMI/IPW – S. Cattarin
 - c. Leisure Marketing/Guidebook/Visit Billings Video – K. McCandless
- VIII. Partner Update.....10:10-10:15
- IX. Adjournment.....ACTION

Next Meeting: Thursday, May 12, 2016

Managed by the Billings Chamber of Commerce



**BOARD OF DIRECTORS
MINUTES – March 10, 2016**

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

Board Members Absent:

Ex-Officio member Present: Ginny Hart

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

Others Present: Daniel Brooks

Call to Order

Steve 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 March 8, 2016 Board Minutes

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

Approval of Financial and Variance Report

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

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

New Business

Randall Visit Follow Up – Alex and Steve went over Judy Randall’s report with the Board. The Board discussed areas they would like to focus on in the upcoming years. Judy Randall’s report can be found on the Visit Billings website under TBID stakeholders and in the Research tab.

Old Business

Yellowstone Kelly Interpretive Site Presentation – Historic attractions in Billings are crucial to the current and future growth of the local tourism industry. The Billings Chamber of Commerce is spearheading efforts to restore the Yellowstone Kelly Gravesite on tops of the Rimrocks along the city’s trail system. Nearly half of the \$500,000 funding goal required to renovate the Yellowstone Kelly gravesite at Swords Park has been met thanks to major corporate and residential donors. The Yellowstone Kelly Interpretive Site (YKIS) committee presented to the Billings TBID Board of Directors to see that the project, that is very important to visitation growth, is well on the way to breaking ground and restoring the legacy of one of this region’s most distinguished explorers, but that more support is necessary to see the project to fruition.

Request for a motion to support the YKIS project by granting \$50,000 to be paid over three fiscal years:

MOTION: Ron made the motion; LaRell seconded the motion; Shelli abstained; Motion carried.

Chamber Public Policy Manual Follow Up – Dan updated the board on the changes made in the manual

Request for a motion to approve the Chamber Public Policy Manual with the added Demand Driver for a Sports Facility survey.

MOTION: Shelli motioned to approve Chamber Public Policy Manual with the added Demand Driver for a Sports Facility survey; Joyce seconded; Motion carried

Staff & Partner Update/Marketing/PACE-

K. McCandless –Upcoming Experiential Marketing with AD Creative. Welcome to Billings Flags update. T.V Commercial update.

A. Austin – Upcoming Social Media classes available to the Board. #DriveToBillings launch overview.

A. Hall – VIC/Servicing & Fulfillment

Shelli made a motion to adjourn the meeting; Art seconded. Meeting adjourned at 10:45 a.m.

Submitted by Alyssa Hall

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of March 31, 2016

Year-to-Date revenue over expenses is \$39,944 over budget.

Revenue is \$11,194 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 \$1,398 from interest income.

Expenses are \$51,138 under budget.

- Staff Expenses are \$29,498 under budget from staffing changes. *Savings from Staff Expenses will be used to offset increases in other items.*
- Administrative Expenses are \$8,459 under budget.
 - Computers is under budget \$1,360 from new equipment purchases.
 - Equipment & Repair is under budget \$931.
 - Meetings is under budget \$2,099 from staff mileage reimbursement and miscellaneous meeting expenses.
 - TBID Communications is under budget \$3,922 due to timing of newsletter.
 - Professional Training is over budget \$611.
 - Telephone/Wireless is under budget \$607.
- Marketing Expenses are \$13,181 under budget from the following:
 - Opportunity is \$5,829 over budget from the Butler Maps project.
 - Printed Materials is under budget \$7,279 from promotional and sales materials.
 - Publicity is under budget \$7,211 from photos and Research (anticipated expenses for Judy Randall's consulting).
 - Sales Expense is over budget \$13,006 from Attendance Building for Gold Wing, Site Visits and Sports Hospitality.
 - Tradeshows is under budget \$1,942 from mandatory association memberships.
 - Visitor Information Center is under budget \$678 for brochure racks and the visitor capture program.
 - Website is under budget \$14,005 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
March 2016**

	CURRENT MONTH		YEAR TO DATE		2015-16 Annual Budget	LAST YEAR March 2015 Actual
	Actual	Budget	March 2016 Actual	March 2016 Budget		
Income						
4001100 · TBID Assessments	-	-	1,775,852.12	1,788,444.00	1,788,444.00	1,589,684.44
4001500 · Miscellaneous Income	210.83	-	1,397.95		-	1,499.23
Carryover from 2014-2015					85,000.00	-
Total Income	210.83	-	1,777,250.07	1,788,444.00	1,873,444.00	1,591,183.67
Expense						
5001000 · Staff Expenses						
5007000 · Wages	19,671.01	21,665.00	187,193.86	211,005.00	276,000.00	175,932.23
5007100 · FICA Expense	1,530.27	1,657.00	14,233.57	15,429.00	20,400.00	12,892.73
5007200 · Unemployment Expense	357.01	375.00	2,730.11	3,375.00	4,500.00	2,412.44
5007400 · Health & Accident Expense	2,938.45	2,502.00	23,867.20	22,490.00	30,000.00	18,897.44
5007500 · Retirement Expense	928.31	1,405.00	7,568.60	12,860.00	17,300.00	8,017.62
5007700 · Workers Compensation Expense	137.50	150.00	1,317.50	1,350.00	1,800.00	1,187.50
5007800 · Staff Employment Expense	-	-	100.00	-	-	150.00
Total 5001000 · Staff Expenses	25,562.55	27,754.00	237,010.84	266,509.00	350,000.00	219,489.96
5009000 · Administrative Expenses						
5009200 · Computers	1,145.00	2,400.00	8,539.99	9,900.00	11,700.00	2,487.47
5009300 · Equipment & Repair Expense	289.75	250.00	4,319.19	5,250.00	6,000.00	1,811.04
5009500 · Liability Insurance	-	-	2,095.00	2,300.00	2,300.00	2,095.00
5009600 · Meeting Expenses	220.22	708.00	4,298.38	6,397.00	8,800.00	4,007.99
5009650 · TBID Communications	-	-	78.40	4,000.00	7,000.00	1,500.00
5009700 · Office Supplies	518.30	273.00	3,124.62	3,311.00	4,130.00	4,463.86
5009750 · Postage	108.96	1,850.00	11,968.05	12,150.00	18,150.00	14,607.05
5009800 · Professional Training	-	-	10,610.91	10,000.00	10,000.00	6,659.17
5009850 · Legal and Accounting	-	-	10,571.53	10,150.00	11,200.00	6,582.00
5009900 · Telephone/Wireless Equipment	360.55	522.00	4,090.87	4,698.00	6,264.00	3,755.78
Total 5009000 · Administrative Expenses	2,642.78	6,003.00	59,696.94	68,156.00	85,544.00	47,969.36
5150000 · Marketing Expenses						
5151000 · Advertising	107,888.07	97,020.00	641,579.72	641,980.00	785,500.00	481,209.54
5151500 · Film Recruitment	-	-	-	500.00	500.00	-
5152000 · Opportunity	15,809.60	3,500.00	111,208.52	105,380.00	215,000.00	108,748.86
5152500 · Printed Materials	1,479.90	4,866.00	62,689.14	69,968.00	127,800.00	33,496.97
5153000 · Publicity	5,572.85	8,055.00	28,773.63	35,985.00	43,225.00	19,239.75
5154000 · Sales Expenses	1,991.26	5,420.00	135,086.45	122,080.00	162,500.00	86,673.26
5155000 · Tradeshow/Conventions	1,756.44	3,500.00	26,007.57	27,950.00	51,500.00	20,487.04
5156000 · Visitor Information Center	730.00	150.00	3,308.86	3,987.00	6,925.00	1,657.99
5156500 · Web Site	3,447.00	4,125.00	14,820.37	28,825.00	44,950.00	11,501.92
Total 5150000 · Marketing Expenses	138,675.12	126,636.00	1,023,474.26	1,036,655.00	1,437,900.00	763,015.33
Total Expense	166,880.45	160,393.00	1,320,182.04	1,371,320.00	1,873,444.00	1,030,474.65
	(166,669.62)	(160,393.00)	457,068.03	417,124.00	0.00	560,709.02

Cash	Current Month	Last Month	Last Year
Unrestricted	578,340	745,010	625,082
Contract Reserves	-	-	20,000
Restricted	150,000	150,000	125,000
Total Cash	728,340	895,010	770,082



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	17	9	20		46	37	124%
Room Nights	15,600	4,100	8,087		27,787	30,000	93%

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	16,682	21,438				170,291

STAKEHOLDER SURVEY

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

*Goal-actual number unknown

ROOM DEMAND- REPORTED ON CALENDAR YEAR 2016

	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	-11.0	-5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-16.0

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	-6.5

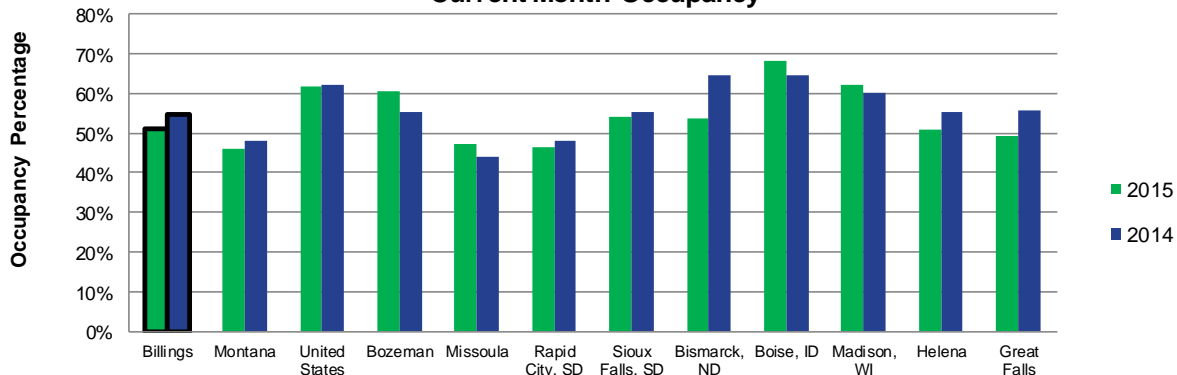
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2016	2015
Billings, MT	44.7%	49.1%
Montana	42.1%	44.2%
United States	57.6%	58.0%
Bozeman, MT	55.3%	50.9%
Missoula, MT	43.1%	40.4%
Rapid City, SD	40.4%	39.9%
Sioux Falls, SD	50.4%	50.8%
Bismarck, ND	51.4%	61.2%
Boise, ID	63.1%	59.2%
Madison, WI	55.5%	53.1%
Helena, MT	46.4%	49.2%
Great Falls, MT	46.9%	51.9%

CURRENT MONTH OCCUPANCY

February		
LOCATION	2016	2015
Billings, MT	51.1%	54.9%
Montana	46.1%	48.2%
United States	61.7%	62.1%
Bozeman, MT	60.4%	55.3%
Missoula, MT	47.4%	43.9%
Rapid City, SD	46.3%	48.0%
Sioux Falls, SD	54.2%	55.3%
Bismarck, ND	53.7%	64.7%
Boise, ID	68.3%	64.5%
Madison, WI	62.2%	60.0%
Helena, MT	51.0%	55.5%
Great Falls, MT	49.2%	55.7%

Current Month Occupancy



**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	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
BMW	NR	CVB-S	(2000)	25 to 28 - Jul- 16	CW	ALL	\$ (450,000)	Q1
GWRRA	NR	CVB-S	(3200)	1 to 6 Sep- 16	CW	ALL	\$ (720,000)	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	DRL	\$ 6,750	Q3
Billings Fastpitch Showdown	LR	CVB	300	10 to 12 Jun- 16	CWSP	ALL	\$ 67,500	Q3
Home Builder Association	LR	CVB-P	76	22 to 23 Sep- 16	O	BHR	\$ 17,100	Q3

State Board Meeting								
All- Class State Wrestling	SR	CVB-P	6000	12 to 13 Feb- 16	CWSP	ALL	\$ 1,350,000	Q3
Kendel- Jensen Reunion	RR	CVB	50	19 to 21 Aug- 16	O	TPS	\$ 11,250	Q3
Valley Irrigation Conference	NR	CVB-P	56	16-Aug-16	O	TBD	\$ 12,600	Q3
Department of Health and Human Services	NR	CVB-P	43	13 to 15 Apr- 16	O	TBD	\$ 9,675	Q3
MTMGMA Montana Medical Group Management Association	LR	CVB	125	19 to 21 Apr- 17	O	TBD	\$ 28,125	Q3
USY On Wheels- United Synagogue of Conservative Judiasim	P	CVB	51	July	O	TBD	\$ 11,475	Q3
Syngenta Seed	NR	CVB-P	36	17 to 19 May- 16	O	TBD	\$ 8,100	Q3
Yellowstone Art Museum Summer Fair	LR	CVB-P	TBD	10 to 11 Jul 16	O	ALL		Q3
Billings Symphony Orchestra/ Midori	LR	CVB-P	20	22-Apr-16	O	TBD	\$ 4,500	Q3
BruiseFest 2016- Magic City Rollers	LR	CVB-P	160	13 to 14 May- 16	O	TBD	\$ 36,000	Q3
PNSA	LR	CVB-S	(150)	20-Feb-16	O	HGIM	\$ (33,750)	Q3
Classic Car Auction	LR	CVB-P	100	6 to 7 May -16 & 27- Aug-16	O	BWCT	\$ 22,500	Q3
Billings LAX	LR	CVB-P	400	4 to 5 Jun- 16	SP	TBD	\$ 90,000	Q3

FourSquare NW District	RR	CVB-S	200	17 to 19 Oct- 16	CW	HIS, HWS, HIE	\$ 45,000	Q3
American Express	NR	CVB-P	40	16-Sep-16	O	TBD	\$ 9,000	Q3
Q3 BOOKED EVENTS		20		Q3 ROOM NIGHTS			8,087	
<u>TOTAL BOOKINGS</u>			<u>TOTAL ROOM NIGHTS</u>			<u>TOTAL ECONOMIC IMPACT</u>		
46			27,787			\$ 6,252,075		

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
NAWEOA-North American Wildlife Enforcement Officers Association	LR	CVB	300	Jul-19	O	TBD	\$ 67,500	Q3
Miss Teen Rodeo Gala	RR	CVB	100	TBD	O	TBD	\$ 22,500	Q3
American Association of Petroleum Geologists	RR	CVB	450	25 to 28 Jun- 17	O	TBD	\$ 101,250	Q3
Geek Tour Nations	LR	CVB	TBD	TBD	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

CANCELLED/ LOST/ UNDETERMIND 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	2016	N/A
INFR- Indian Nations Finals Rodeo	No availability at Metra	2017	Undetermined Business
MLHA Sales & Marketing	Undetermined	2016	Chico Hot Springs
Valley Irrigation	Undetermined	2016	Rock Creek Resort

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
Spring Campaign	Your Spring Escape Starts Here

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
DMAI	Washington DC	SC	Professional Training
Smart Meetings	Seattle, WA	SC	Meeting Planner
PNSA	Spokane, WA	AH	Attendance Building
MSAE	Helena, MT	SC	Networking
MIC	Denver, CO	SC	Tradeshow

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> <p>ECONOMIC IMPACT FORMULA: \$225/Room Night</p> <p>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</p>

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

