



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
October 13th, 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 – S. Mann .....8:30
II. Public Comment on Items Not Included on the Agenda
(Comments limited to three (3) minutes per speaker)
Introduction: Mr. Bill Cole, Cole Law Firm
Chairman, Billings Chamber of Commerce Board of Directors
Congratulations, Mrs. Alyssa Voeltz
III. Approval of September 8th, 2016 Board Minutes – S. Mann - Pages 2.....ACTION
IV. Approval of September Financial & Variance Reports – M. Stevenson - Pages 3-4.....ACTION
V. New Business .....8:40-9:00
a. USBC National Tournament 2022 – S. Cattarin
b. Tourism Advisory Council/MOTBD/VOMT/Sen. Daine’s Event Updates – S. Wahrlich
VI. Old Business.....9:00-10:00
a. Positioning TBID BOD FY18 – S. Mann.....ACTION
b. YKIS Update – B. Cole/S. Mann
c. Authorize Community Transformation (ACT) Follow Up – D. Brooks/J. Brewer/B. Cole
d. TBID Renewal Update – K. McCandless/A. Tyson
e. NAIA National Tournament/NCAA XC West Region Championships Updates– A. Tyson
VII. PACE/Activity Report - Pages 5-12.....10:00-10:15
a. VB Team Reports
VIII. Partner Update – M. Nelson, Chamber Board Liaison.....10:15-10:20
IX. Adjournment.....ACTION

Next Meeting: Thursday, November 10, 2016

Managed by the Billings Chamber of Commerce



**BOARD OF DIRECTORS**  
**MINUTES – September 8th, 2016**

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

**Board Members Absent:** LaRell Baldwin

**Ex-Officio member Present:** Mike Nelson

**Staff Present:** Alex Tyson, Kelly McCandless, Alyssa Voeltz, Stefan Cattarin, Luke Ashmore, Brenda Maas,

**Others Present:** Ginny Hart

**Call to Order**

Shelli called the meeting to order at 8:30 a.m. in the Billings Chamber of Commerce Board room.

**Public Comment**

**Approval of Board Minutes**

Request for a motion to approve the August 11<sup>th</sup>, 2016 Board Minutes

MOTION: Steve motioned to approve the minutes as amended; Joe seconded; Motion carried

**Approval of Financial and Variance Report**

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

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

**New Business**

NAIA Announcement and Preps – Alex updated the Board on the NAIA announcement. She informed the Board of the upcoming meetings for the director and the committees.

Positioning TBID BOD FY18 – Shelli discussed changing the property sizes for the Board representation. No action was taken at this time.

Visitor Center Refresh – Alyssa updated the Board on the Visitor Information Center refresh and why it is important. She also informed the Board of the Ribbon Cutting taking place on September 16<sup>th</sup>.

**Old Business**

GWRRA/ Wing Ding 38 Recap – The Visit Billings team recapped Wing Ding 38 with the Board.

**Staff Updates**

K. McCandless – Fall Leisure Campaign Update, photo Library, and TBID Renewal

S. Cattarin – Site Visit & Bookings Update

A. Hall – Servicing Update

L. Ashmore – App Refresh

**Partner Update**

M. Nelson – Informed the Board of the upcoming Chamber Annual Meeting on September 27<sup>th</sup>.

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

Submitted by Alyssa Voeltz



## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of September 30, 2016

Revenue over expenses is \$1,360 over budget.

Revenue is \$866 over budget from interest income & assessments.

Expenses are \$494 under budget.

- Staff Expenses are \$1,311 over budget from staffing changes.
- Administrative Expenses are \$2,996 under budget.
  - Postage is under budget \$1,627 from anticipated expenses budgeted for outsourced mailings. Currently, processing the visitor guide requests in-house.
  - TBID Communications is under budget \$1,519 due to timing of expense for the renewal process.
  - Office Supplies is over budget \$443 from reprinting of notecards.
- Marketing Expenses are \$1,191 over budget from the following:
  - Advertising is under budget \$15,903 due to timing of expenses.
  - Opportunity is \$16,804 over budget from the following:
    - Gold Wing is currently over budget \$12,363. Staff is anticipating \$25,000 will still need to be paid for the Visit Billings share of comp hotel rooms as well as the Operations Meeting that had to be hosted by the destination per GWRRA contract. Funds originally budgeted for a separate sponsorship project that looks to be cancelled, will be used to offset additional costs.
    - Outdoor Writers is \$2,062 over budget
  - Publicity is under budget \$2,060 from cancellation of the media tracking program that was previously used.
  - Tradeshows & Conventions is over budget \$2,948 for Smart Meetings registration fees and airfare (multiple meetings throughout year).
  - Website Maintenance and Development is under budget \$980.



**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
September 2016**

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget	LAST YEAR
	Actual	Budget	September 2016 Actual	September 2016 Budget		September 2015 Actual
<b>Income</b>						
4001100 · TBID Assessments	-	-	948,704	948,126	1,733,000	896,882
4001500 · Miscellaneous Income	97	-	288	-	-	545
Carryover from 2015-2016	31,953	31,953	63,953	63,953	63,953	-
<b>Total Income</b>	<b>32,050</b>	<b>31,953</b>	<b>1,012,945</b>	<b>1,012,079</b>	<b>1,796,953</b>	<b>897,427</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	31,469	30,045	83,591	81,445	270,400	72,045
5007100 · FICA Expense	2,512	2,482	5,682	6,040	22,150	5,289
5007200 · Unemployment Expense	166	375	491	1,125	4,500	894
5007400 · Health & Accident Expense	2,377	2,360	7,131	7,075	28,400	6,541
5007500 · Retirement Expense	2,010	1,930	4,418	4,326	16,625	2,717
5007700 · Workers Compensation Expense	145	150	410	450	1,800	473
5007800 · Staff Employment Expense	-	-	50	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>38,679</b>	<b>37,342</b>	<b>101,772</b>	<b>100,461</b>	<b>343,875</b>	<b>87,959</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	1,503	1,150	2,380	2,150	7,100	735
5009300 · Equipment & Repair Expense	224	250	736	750	4,500	1,770
5009500 · Liability Insurance	-	-	1,595	1,750	2,300	1,595
5009600 · Meeting Expenses	1,161	1,635	2,715	2,380	11,575	1,310
5009650 · TBID Communications	-	1,500	81	1,600	6,100	78
5009700 · Office Supplies	319	273	1,513	1,069	3,780	1,680
5009750 · Postage	225	1,125	1,748	3,375	13,500	6,697
5009800 · Professional Training	-	-	1,171	1,050	4,900	2,908
5009850 · Legal and Accounting	-	550	-	550	12,100	2,767
5009900 · Telephone/Wireless Equipment	549	497	1,232	1,491	5,964	1,198
<b>Total 5009000 · Administrative Expenses</b>	<b>3,981</b>	<b>6,980</b>	<b>13,169</b>	<b>16,165</b>	<b>71,819</b>	<b>20,738</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	52,832	67,200	169,747	185,650	610,056	162,368
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	157,700	142,953	234,757	217,953	396,453	24,525
5152500 · Printed Materials	1,828	1,750	6,882	6,900	88,500	17,350
5153000 · Publicity	1,676	3,850	12,790	14,850	52,750	12,995
5154000 · Sales Expenses	2,303	1,000	19,405	19,070	138,000	92,622
5155000 · Tradeshow/Conventions	430	-	15,528	12,580	52,500	1,606
5156000 · Visitor Information Center	4,040	3,970	14,065	14,000	16,100	651
5156500 · Web Site	2,473	3,375	5,395	6,375	25,900	2,605
<b>Total 5150000 · Marketing Expenses</b>	<b>223,282</b>	<b>224,098</b>	<b>478,569</b>	<b>477,378</b>	<b>1,381,259</b>	<b>314,722</b>
<b>Total Expense</b>	<b>265,942</b>	<b>268,420</b>	<b>593,510</b>	<b>594,004</b>	<b>1,796,953</b>	<b>423,419</b>
	<b>(233,893)</b>	<b>(236,467)</b>	<b>419,435</b>	<b>418,075</b>	<b>0</b>	<b>474,008</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	419,435	685,281	595,280
Prepaid Revenue	-	-	-
Contract Reserves	-	-	-
BOD Restricted	175,000	175,000	150,000
<b>Total Cash</b>	<b>594,435</b>	<b>860,281</b>	<b>745,280</b>



**GROUP BOOKINGS**

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
<b>Groups</b>	12	0	0	0	12	0	
<b>Room Nights</b>	11,165				11,165	0	

**VISITS FOR: visitbillings.com**

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0
Actual	18,502	21,212	15,718										55,432

**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	-15.0	9.1	1.9	2.3	-8.8	1.0	0.0	0.0	0.0	0.0	-3.2

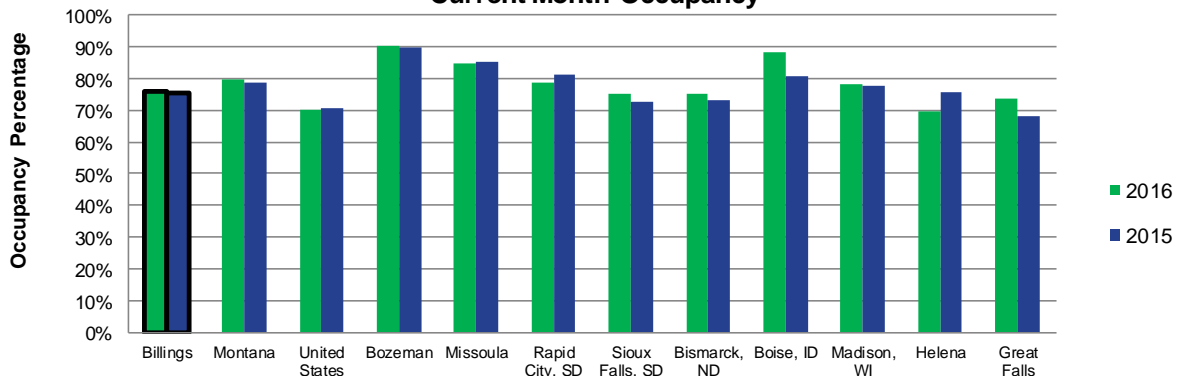
**YTD OCCUPANCY**

PAST 12 MONTHS			
LOCATION	2016	2015	
Billings, MT	61.5%	63.6%	
Montana	61.0%	61.9%	
United States	66.9%	67.0%	
Bozeman, MT	72.6%	69.8%	
Missoula, MT	65.6%	63.7%	
Rapid City, SD	60.9%	60.6%	
Sioux Falls, SD	65.7%	65.1%	
Bismarck, ND	61.1%	66.4%	
Boise, ID	78.4%	73.4%	
Madison, WI	67.8%	66.2%	
Helena, MT	60.7%	63.5%	
Great Falls, MT	60.5%	60.8%	

**CURRENT MONTH OCCUPANCY**

August			
LOCATION	2016	2015	
Billings, MT	76.1%	75.3%	
Montana	79.5%	78.6%	
United States	70.2%	70.5%	
Bozeman, MT	90.4%	90.0%	
Missoula, MT	84.9%	85.1%	
Rapid City, SD	78.8%	81.1%	
Sioux Falls, SD	75.2%	72.7%	
Bismarck, ND	75.3%	73.0%	
Boise, ID	88.1%	80.6%	
Madison, WI	78.2%	77.7%	
Helena, MT	69.7%	75.5%	
Great Falls, MT	73.5%	67.9%	

**Current Month Occupancy**



**ACTIVITY REPORT  
FY JULY 1, 2016- JUNE 30, 2017**

**BOOKED EVENTS**

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Fast-Pitch Softball Tournament	LR	CVB	5,000	Jun-16	CWSP	ALL	\$1,125,000	Q1
Woman Stepping Forward for AG	LR	CVB	100	7-9 Sep-16	O	BHR	\$ 22,500	Q1
Emily- Family Reunion	LR	CVB-S	(30)	1-Jul-16	O	NA	\$ (6,750)	Q1
CACI	NR	CVB-S	(200)	14-Jul-16	O	CP	\$ (45,000)	Q1
2M Company Dealer Meeting	LR	CVB-S	(125)	6-Jul-16	O	NA	\$ (28,125)	Q1
Family Reunion	LR	CVB-S	(30)	15-Jul-16	O	NA	\$ (6,750)	Q1
OWAA	NR	CVB-S	(300)	14-Jul-16	O	RHB	\$ (67,500)	Q1
Shriners	LR	CVB-S	(250)	1-Aug-16	O	BHCC	\$ (56,250)	Q1
Dog Show	LR	CVB-S	(50)	1-Aug-16	O	NA	\$ (11,250)	Q1
Military Order of the World Wars	LR	CVB-S	(50)	1-Aug-16	O	NA	\$ (11,250)	Q1
Motor Carriers of Montana 75th Anniversary Convention	LR	CVB-S	(150)	5-Aug-16	O	BHR	\$ (33,750)	Q1
MT Association of Rehabilitation (MAR)	LR	CVB	200	25-27 Oct- 17	O	NH	\$ 45,000	Q1
Rocky Mountain Tribal Leaders Council Judicial Training	LR	CVB	80	27 to 29 Sep - 16	O	NH	\$ 18,000	Q1
AAU Grand Nationals Wrestling	P	CVB	150	Jul-16	SP	NA	\$ 33,750	Q1
NAIA	LR	CVB-P	3500	Mar 17 ,18	CWSP	TBD	\$ 787,500	Q1



Valkyrie Riders Cruisers Club National Rally	NR	CVB	925	25-30 Jun-17	O	RL	\$ 208,125	Q1
LeatherNeck Motorcycle Club Rally	LR	CVB	300	8 to 10 Jun- 17	O	BHR	\$ 67,500	Q1
District 13 Optimists Convention	LR	CVB	100	Aug-16	O	BHR	\$ 22,500	Q1
Confidential Motorcycle Group	NR	CVB	350	15 to 17 Jul- 17	O	BHR,HW,HIS, HIE	\$ 78,750	Q1
National Indian Gaming Commission	RR	CVB	120	17-Apr-17	O	TBD	\$ 27,000	Q1
2016 Rocky Mountain Memorial Festival	LR	CVB	40	17-Dec-16	O	RHB	\$ 9,000	Q1
Lewis and Clark Trail Heritage Foundation National Conference	LR	CVB- P	250	21 to 25 Jul- 17	O	DT	\$ 56,250	Q1
MT Young Professionals Summit	LR	CVB	250	Jun-17	O	TBD	\$ 56,250	Q1
Joanne King-William	LR	CVB-S	(400)	28-Sep-16	O	NA	\$ (90,000)	Q1
Class of '66 Reunion	LR	CVB-S	(150)	08-Sep-16	O	NA	\$ (33,750)	Q1
Reunion	LR	CVB-S	(50)	08-Sep-16	O	NH	\$ (11,250)	Q1
MSUB- Board of Regents	LR	CVB-S	(85)	08-Sep-16	O	NA	\$ (19,125)	Q1
Home Builders Association	LR	CVB-S	(100)	21-Sep-16	O	RLH	\$ (22,500)	Q1

<b>Q1 BOOKED EVENTS</b>	<b>12</b>	<b>Q1 ROOM NIGHTS</b>	<b>11,165</b>
<b><u>TOTAL BOOKINGS</u></b>	<b><u>TOTAL ROOM NIGHTS</u></b>		<b><u>TOTAL ECONOMIC IMPACT</u></b>
<b>12</b>	<b>11,165</b>		<b>\$ 2,512,125</b>

<b>PENDING BIDS/RFP'S</b>								
<b>NAME</b>	<b>ORIGIN</b>	<b>SOURCE</b>	<b>ROOM NIGHTS</b>	<b>DATE</b>	<b>TYPE</b>	<b>LOCATION</b>	<b>ECONOMIC IMPACT</b>	<b>QTR.</b>
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	Fy 15-16 Q1
NAWEOA-North American Wildlife Enforcement Officers Association	LR	CVB	300	Jul-19	O	TBD	\$ 67,500	Fy 15-16 Q3
Geek Tour Nations	LR	CVB	TBD	TBD	O	TBD		Fy 15-16 Q3





Women in Travel Summit (WITS)	NR	CVB	1000	2019	O	TBD	\$ 225,000	Fy 15-16 Q4
Montana Fire Consortium	LR	CVB	1600	Jun 18,19, 20, 21	O	TBD	\$ 360,000	Fy 16-17 Q1
ICBDA Dance Competition	NR	CVB	800	Jun-20	O	RHB	\$ 180,000	Fy 16-17 Q1
GNAC Softball Championships	LR	CVB-P	TBD	2018, 2019	CWSP	TBD		Fy 16-17 Q1
GNAC Basketball Championships	LR	CVB-P	TBD	2018	CWSP	TBD		Fy 16-17 Q1
GNAC Woman' Soccer Championships	LR	CVB-P	TBD	2017, 2018	CWSP	TBD		Fy 16-17 Q1
NCAA DII Cross Country Regionals and Nationals	LR	CVB-P	TBD	Nov-18, Nov-19, Nov-20, Nov-21	CWSP	TBD		Fy 16-17 Q1
National Junior Angus Association – Leaders Engaged in Angus Development Conference (NJAA LEAD)	NR	CVB	259	2-6 Aug-17	O	TBD	\$ 58,275	Fy 16-17 Q1

SITE TOURS/FAM TOURS/HOSPITALITY/JOURNALIST/ INFLUNENCERS				
NAME	ROOM NIGHTS	DATE	ACTION	QTR. TOURED
Valkyrie Motorcycle Rally	5	Jul 30 - Aug 4-16	Site Visit	Q1
Bill Clevlan	2	Aug- 28 to 29- 16	Journalist	Q1



Vietnam Site Visit	2	Sep 1 to 2- 16	Site Visit	Q1
Bobby Tanzilo	1	Sep- 3- 16	Journalist	Q1
Women in Travel Summit	2	Sep- 23-25	Site Visit	Q1

<b>CANCELLED/ LOST/ UNDETERMIND BUSINESS</b>			
<b>NAME</b>	<b>REASON</b>	<b>YEAR</b>	<b>LOST TO</b>
National Grazing Lands Coalition	Lost	2017	Reno, NV
American Association of Petroleum Geologists	Lost	2017	Undetermined
Department of Justice	Cancelled	2017	NA
Rocky Mountain International Round Up	Lost	2018	Kalispell, MT

<b>MARKETING INITIATIVES/EXPOSURE/PUBLICITY</b>	
<b>NAME</b>	<b>REASON/RESULTS</b>
Summer Campaign	Life is more summer event line up
Gear Up For Fall	Shop, Share, and Spread Cheer
Fly Billings	Stay and Fly

<b>EVENTS ATTENDED</b>			
<b>NAME</b>	<b>LOCATION</b>	<b>STAFF</b>	<b>REASON</b>
Smart Meetings	Phoenix, AZ	SC	Tradeshow
Small Market Meetings	Huntsville, AL	SC	Tradeshow
NAIA Training	Kansas City, MO	AT	Training



TAC Meeting	Gardiner, MT	KM, AT	Meeting
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**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:** **RL-** Red Lion Hotel and Convention Center; **BHR-** Bighorn Resort; **DT-** DoubleTree; **HGI-** Hilton Garden Inn; **RHB-** Radisson Hotel Billings; **NH-** Northern Hotel



**FY 2016-2017  
CITY WIDE STR REPORT- BILLINGS ROOM OCCUPANCY  
COMPARISON OF VALUE VS. HIGH SEASONS 2005-PRESENT**

