



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
November 10th, 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. Mann8:30
- II. Public Comment on Items Not Included on the Agenda
(Comments limited to three (3) minutes per speaker)
- III. Approval of October 13th, 2016 Board Minutes – S. Mann - Pages 2-3.....ACTION
- IV. Approval of October Financial & Variance Reports – M. Stevenson - Pages 4-5.....ACTION
- V. Old Business8:40-9:30
 - a. Mission 2027 Launch – K. McCandless/A. Tyson
 - b. Leisure Marketing Presentation – K. McCandless
 - i. Regional Campaigns: Fall/Holiday/Winter 2016/2017
 - ii. Current National/International Placements 2016/2017
 - iii. Looking Ahead – Video and Photo Library Updates
 - c. TBID Funding/Legal Expenses – S. Wahrlich
 - d. SEMT Check-In – B. Maas
 - e. 2016-2017 Air Service Planning – S. Wahrlich
 - f. Billings NOW Meeting Follow Up – S. Mann
- VI. PACE/Activity Report - Pages 6-14.....9:30-9:45
 - a. VB Team Reports
- VII. New Business9:45-10:15
 - a. Introduction, Montana State Parks Foundation:
Presentation – Jeff Welch, MSP Foundation Board Member
Focus is the importance of MSP, its Foundation and the relationship to the Billings regional tourism industry.
- VIII. Partner Update – M. Nelson10:15-10:20
- IX. Adjournment.....ACTION

Next Meeting: Thursday, December 8th, 2016

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – October 13th, 2016

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

Board Members Absent: Steve Wahrlich

Ex-Officio member Present: Mike Nelson

Staff Present: Alex Tyson, Kelly McCandless, Alyssa Voeltz, Stefan Cattarin, Luke Ashmore, Aly Murnion, Megan Stevenson

Others Present: Ginny Hart, Dan Brooks, Bill Cole, Brain Brown

Call to Order

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

Public Comment

Shelli introduced Bill Cole to the Board.

The Board congratulated Alyssa Voeltz on her wedding.

Approval of Board Minutes

Request for a motion to approve the September 8th, 2016 Board Minutes

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

Approval of Financial and Variance Report

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

MOTION: LaReil motioned to approve the financial reports; Art seconded; Motion carried.

New Business

USBC National Tournament 2022 – Stefan updated the board on the USBC National Tournament and the bid requirements.

Tourism Advisory Council/MOTBD/VOMT/Sen. Daine's Event Updates – Alex updated the Board on the latest TAC Meeting as well as the changes taking place at MOTBD. The Board also discussed Senator Daine's event on making it a federal offense to create fake hotel websites.

Old Business

Positioning TBID BOD FY18 – The Board discussed how to position the Board in the upcoming years.

Request for a motion to update the section of the bylaws for hoteliers to state 6-89, 90-150, and 151 plus.

MOTION: Art motioned to approve; LaReil seconded; Motion carried.

YKIS Update – Bill Cole updated the Board on the YKIS project. He state that the project will start breaking ground in late fall or early spring.

Authorize Community Transformation (ACT) Follow Up – Dan updated the Board on the ACT campaign.

TBID Renewal Update – Alex updated the Board on the progress of the TBID Renewal pieces.

NAIA National Tournament/NCAA XC West Region Championships Updates– Alex walked the Board through the progress on NAIA. She also discussed the upcoming NCAA Cross Country Championship on November 5th and how Visit Billings is prepping.

Staff Updates

S. Cattarin – Site Visit & Bookings Update

A. Hall – Servicing Update



Partner Update

M. Nelson – Talked about how well the Annual Meeting went.

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

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of October 31, 2016

Revenue over expenses is \$4,878 under budget.

Revenue is \$955 over budget from interest income & assessments.

Expenses are \$5,834 over budget.

- Staff Expenses are \$1,299 over budget from staffing changes.
- Administrative Expenses are \$6,851 under budget.
 - Postage is under budget \$2,673 from anticipated expenses budgeted for outsourced mailings. Currently, processing the visitor guide requests in-house.
 - TBID Communications is under budget \$4,519 due to timing of expense for the renewal process.
 - Office Supplies is over budget \$1,070 from reprinting of notecards and staff business cards.
- Marketing Expenses are \$11,386 over budget from the following:
 - Advertising is under budget \$7,793 due to timing of expenses.
 - Opportunity is \$17,456 over budget from the following:
 - Gold Wing is currently over budget \$12,498. Staff is anticipating \$20,000 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
 - Tradeshows & Conventions is over budget \$3,481 for Smart Meetings registration fees and airfare (multiple meetings throughout year).

Website Maintenance and Development is under budget \$1,766.



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

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget	LAST YEAR
	Actual	Budget	October2016	October2016		October2015
			Actual	Budget	Budget	Actual
Income						
4001100 · TBID Assessments	-	-	948,704	948,126	1,733,000	896,882
4001500 · Miscellaneous Income	90	-	377	-	-	730
Carryover from 2015-2016	-	-	63,953	63,953	63,953	-
Total Income	<u>90</u>	<u>0</u>	<u>1,013,034</u>	<u>1,012,079</u>	<u>1,796,953</u>	<u>897,612</u>
Expense						
5001000 · Staff Expenses						
5007000 · Wages	21,138	20,995	104,729	102,440	270,400	92,956
5007100 · FICA Expense	1,705	1,790	7,387	7,830	22,150	6,883
5007200 · Unemployment Expense	131	375	622	1,500	4,500	1,136
5007400 · Health & Accident Expense	2,743	2,365	9,874	9,440	28,400	9,289
5007500 · Retirement Expense	1,306	1,506	5,724	5,832	16,625	3,604
5007700 · Workers Compensation Expense	145	150	555	600	1,800	630
5007800 · Staff Employment Expense	-	-	50	-	-	-
Total 5001000 · Staff Expenses	<u>27,169</u>	<u>27,181</u>	<u>128,941</u>	<u>127,642</u>	<u>343,875</u>	<u>114,498</u>
5009000 · Administrative Expenses						
5009200 · Computers	245	250	2,625	2,400	7,100	980
5009300 · Equipment & Repair Expense	298	250	1,034	1,000	4,500	2,038
5009500 · Liability Insurance	-	-	1,595	1,750	2,300	1,595
5009600 · Meeting Expenses	1,694	1,635	4,408	4,565	11,575	1,955
5009650 · TBID Communications	-	3,000	81	4,600	6,100	78
5009700 · Office Supplies	1,150	523	2,662	1,592	3,780	1,828
5009750 · Postage	79	1,125	1,827	4,500	13,500	7,286
5009800 · Professional Training	-	-	1,171	1,050	4,900	5,122
5009850 · Legal and Accounting	-	-	-	550	12,100	3,022
5009900 · Telephone/Wireless Equipment	509	497	1,741	1,988	5,964	1,716
Total 5009000 · Administrative Expenses	<u>3,975</u>	<u>7,280</u>	<u>17,144</u>	<u>23,995</u>	<u>71,819</u>	<u>25,621</u>
5150000 · Marketing Expenses						
5151000 · Advertising	65,859	57,750	235,607	243,400	610,056	238,556
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	652	-	235,409	217,953	396,453	37,328
5152500 · Printed Materials	4,191	4,850	11,073	11,750	88,500	30,930
5153000 · Publicity	3,961	1,400	16,751	16,250	52,750	15,693
5154000 · Sales Expenses	1,715	2,130	21,121	21,200	138,000	89,555
5155000 · Tradeshow/Conventions	1,233	700	16,761	13,280	52,500	4,730
5156000 · Visitor Information Center	200	-	14,265	14,000	16,100	732
5156500 · Web Site	464	1,250	5,859	7,625	25,900	3,464
Total 5150000 · Marketing Expenses	<u>78,275</u>	<u>68,080</u>	<u>556,844</u>	<u>545,458</u>	<u>1,381,259</u>	<u>420,986</u>
Total Expense	<u>109,419</u>	<u>102,541</u>	<u>702,929</u>	<u>697,095</u>	<u>1,796,953</u>	<u>561,105</u>
	<u>(109,329)</u>	<u>(102,541)</u>	<u>310,106</u>	<u>314,984</u>	<u>0</u>	<u>336,507</u>

Cash	Current Month	Last Month	Last Year
Unrestricted	310,106	419,435	457,779
Prepaid Revenue	-	-	-
Contract Reserves	-	-	-
BOD Restricted	175,000	175,000	150,000
Total Cash	<u>485,106</u>	<u>594,435</u>	<u>607,779</u>



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	12	6	0	0	18	0	
Room Nights	10,915	3,965			14,880	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	14,711									70,143

SERVICING

Serviced Events	Q1	Q2	Q3	Q4	TYTD
Actual	19	2	0	0	21

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	11.6	0.0	0.0	0.0	-1.5

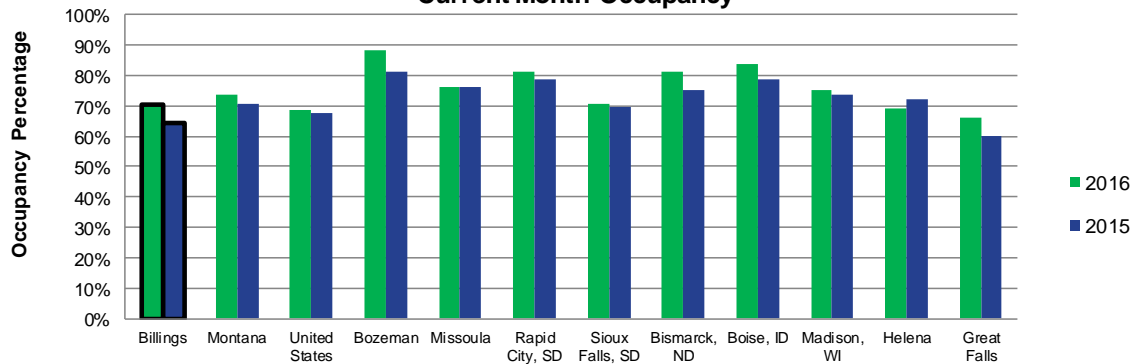
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2016	2015
Billings, MT	62.5%	63.7%
Montana	62.5%	62.9%
United States	67.1%	67.1%
Bozeman, MT	74.4%	71.1%
Missoula, MT	66.8%	65.1%
Rapid City, SD	63.1%	62.7%
Sioux Falls, SD	66.2%	65.6%
Bismarck, ND	63.4%	67.4%
Boise, ID	79.0%	74.0%
Madison, WI	68.6%	67.1%
Helena, MT	61.7%	64.5%
Great Falls, MT	61.2%	60.8%

CURRENT MONTH OCCUPANCY

September		
LOCATION	2016	2015
Billings, MT	70.5%	64.4%
Montana	73.5%	70.8%
United States	68.8%	67.7%
Bozeman, MT	88.4%	81.5%
Missoula, MT	76.0%	76.2%
Rapid City, SD	81.0%	78.7%
Sioux Falls, SD	70.6%	69.8%
Bismarck, ND	81.4%	75.1%
Boise, ID	83.9%	78.5%
Madison, WI	75.1%	73.7%
Helena, MT	69.2%	72.0%
Great Falls, MT	66.2%	60.1%

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
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
Q1 BOOKED EVENTS			12			Q1 ROOM NIGHTS		10,915
CSG West National 2019	NR	CVB	1400	Jul-19	O	NH, DT	315,000	Q2
PAC West 2018 Fall Conference	RR	CVB	215	Aug-18	O	TBD	48,375	Q2
Holiday Classic Basketball Tournament	LR	CVB-P	600	9 to 11 Dec- 16	CW	ALL	135,000	Q2
All American Native Basketball Tournament	RR	CVB-P	600	8 to 10 Dec 16	O	TBD	135,000	Q2
Elks Lodge State Convention	LR	CVB	250	27 to 29 Jul-17	CW	TBD	56,250	
American Association of Petroleum Geologist	LR	CVB	900		O	DT, NH	202,500	Q2
Q2 BOOKED EVENTS			6			Q1 ROOM NIGHTS		3,965
<u>TOTAL BOOKINGS</u>			<u>TOTAL ROOM NIGHTS</u>			<u>TOTAL ECONOMIC IMPACT</u>		
12			14,880			\$ 3,348,000		

PENDING BIDS/RFP'S								
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.



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
PAC West 2018 Fall Conference	RR	CVB	215	Aug-18	O	TBD	\$ 48,375	FY 16-17 Q2
National Council of University Research Administrators NCURA-Regional 2018	NR	CVB	600	2018	O	TBD	\$ 135,000	FY 16-17 Q2

CANCELLED/ LOST/ UNDETERMIND BUSINESS

NAME	REASON	YEAR	LOST TO
National Grazing Lands Coalition	Lost	2017	Reno, NV
Department of Justice	Cancelled	2017	NA
Rocky Mountain International Round Up	Lost	2018	Kalispell, MT
CSG West National 2019	Lost	2019	Could not fit downtown

SERVICING/ FACILITATION



NAME	INFORMATION ASSISTANCE <i>ie. Convention Bags or Materials</i>	ONSITE FACILITATION	CUSTOM SERVICES	DATE	LOCATION	QTR. SERVICED
Emily- Family Reunion	30			1-Jul-16		Q1
*CACI	200		Prize Basket	14-Jul-16	CP	Q1
*2M Company Dealer Meeting	125			6-Jul-16		Q1
Family Reunion	30			15-Jul-16		Q1
*OWAA	300		Welcome Party, Billings & SEMT Tour, Transportation	14 to 18 Jul-16	RHB	Q1
*Shriners	250			1-Aug-16	RL	Q1
Dog Show	50			1-Aug-16		Q1
*Military Order of the World Wars	50			1-Aug-16		Q1
*Motor Carriers of Montana 75th Anniversary Convention	150			5-Aug-16	BHR	Q1
Joanne King-William	400			28-Sep-16		Q1
*Class of '66 Reunion	150			08-Sep-16		Q1
Reunion	50			08-Sep-16	NH	Q1
MSUB- Board of Regents	85			08-Sep-16		Q1
*GWRRA		4500	Ops Meeting, Welcome Party, Facilitation booth	Aug 29 to Sep 3- 16		Q1
*Home Builders Association	100			21-Sep-16	RL	Q1
MSUB- Evan O'Kelly	(18)		Swag Bags	07-Sep-16		Q1
2017 Genealogy Conference	125			23-Sep-16		Q1
Doll Conference	221		Separate Visitor Guide Mailing	12-Sep-16		Q1

*US Cattleman's Association	200				RL	Q1
NILE	(15)		Swag Bags			
Q1 SERVICED EVENTS	19	Q1 WELCOME ASSISTANCE	2,516	Q1 ON SITE FALICITATION		4,500
*Foursquare	600			14-Oct-16		Q2
*MT Farm Bureau	300		Hot Chocolate stands	12-Nov-16	NH, DT	Q2
Q2 SERVICED EVENTS	2	Q2 WELCOME ASSISTANCE	900	Q2 ON SITE FALICITATION		-
TOTAL SERVICED		TOTAL INFORMATION ASSISTANCE		TOTAL ON SITE ASSISTANCE		
		i.e. Welcome Packets/Materials				
21		3,416		4,500		

SITE TOURS/FAM TOURS/HOSPITALITY				
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
China FAM	1	Nov-1 to Nov- 2	FAM	Q2

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



EVENTS ATTENDED

NAME	LOCATION	STAFF	REASON
Smart Meetings	Phoenix, AZ	SC	Tradeshow
Small Market Meetings	Huntsville, AL	SC	Tradeshow
NAIA Training	Kansas City, MO	AT	Training
TAC	Gardiner, MT	AT, KM	Meeting
Small Market Meetings BiG	Columbus, OH	AV	Tradeshow

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.

SERVICING/FACILITATION: Event names that have an asterisk (*) in front of it indicate the event was previously booked by Visit Billings

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**

