



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 9th, 2017

Holiday Inn Express & Suites – 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. Thank you to our host – Keri Wilson, General Manager, Holiday Inn Express & Suites
III. Public Comment on Items Not Included on the Agenda (Comments limited to three (3) minutes per speaker)
IV. Approval of January 12th, 2017 Board Minutes – S. Mann - Pages 2.....ACTION
V. Approval of January Financial & Variance Reports – M. Stevenson - Pages 3-4.....ACTION
VI. 2016 TBID Full Audit Update – M. Stevenson/M. Schafer, Eide Baily.....ACTION
VII. Old Business.....8:50-10:20
a. TBID Collections – A. Tyson
b. Leisure Marketing Expansion Update – A. Tyson
c. AdventureElevate Proposal – S. Cattarin
d. TBD Summer Event – R. Spence
e. NAIA: The Countdown – A. Tyson
f. 2017 Total Solar Eclipse Preps – S. Mann/A. Tyson
g. 2017 Legislature Update/Regions & CVBs – A. Tyson/ S. Mann
h. Visit Billings Team Reports
i. American Airlines Flight Update – J. Brewer
j. American Airlines Marketing Update – K. McCandless
k. ACT and MT Infrastructure Coalition Partnership – J. Brewer/D. Brooks.....ACTION
VIII. Partner Update.....10:20-10:30
a. Chamber of Commerce – M. Nelson, Board Liaison
b. YCLA Update – S. Mann
IX. Adjournment.....ACTION
X. Holiday Inn Express & Suites Tour

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – January 12th, 2017

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

Board Members Absent:

Ex-Officio member Present: Mike Nelson

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

Others Present: Kacy Keith with Lexington Inn and Suites, Danielle Rossow with Erck Hotels.

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 December 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 December Financial and Variance Reports.

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

New Business

American Airlines Announcement – Steve updated the Board on the new American Airlines direct flight to Dallas, TX. The flight will begin June 2nd, 2017. Steve also informed the Board of the marketing grant available with the Montana office of Tourism and Business Development of \$50,000.

AA/DFW Marketing Next Steps – Kelly updated the Board on possible Visit Billings marketing ideas in Dallas, TX.

ITRR Research – The Latest – Courtesy of Voices of Montana Tourism – Dax Schieffer presented the 2016 preliminary ITRR numbers for the state of Montana. He also presented the 2015 numbers for Yellowstone County and Southeast Montana as the 2016 numbers were not yet available.

Old Business

Mission 2027/Renewal Update – Kelly informed the Board on the progress of the TBID Renewal.

Positioning the TBID BOD FY18 – Alex informed the Board on Shelli and Steve's terms. She mentioned their terms were extended for four years versus one year and the City Attorney is reviewing this action.

Sports Facility Feasibility Study Grant Effort Update – Alex updated the Board on the positive Sports Facility meeting. She state the application is due March 1st, 2017.

Leisure Market Diversification – Alex informed the Board of the upcoming Leisure shows Visit Billings will be attending.

Staff Updates

A. Tyson –Sports and NAIA Update

K. McCandless – Holiday and Regional Campaign update

S. Cattarin – Site Visit & Bookings Update

A. Hall – Servicing Update

A. Murnion – Social Media & Blog Update

L. Ashmore – Itinerary and IDSS Update



Partner Update

Mike informed the Board of the upcoming Ag Banquet on January 20th and the Chamber Breakfast with Emmitt Smith on March 30th.

Ron made a motion to adjourn the meeting; Joe seconded. Meeting adjourned at 10:30 a.m.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of January 31, 2017

Revenue over expenses is \$12,350 under budget.

Revenue is \$2,728 over budget from interest income & assessments.

- *Please note that there is still an outstanding balance of \$93,792 that has not yet been paid to the County for assessments. Staff is working with the City to monitor payments. Once received these funds have been committed to NAIA 2017, American Airlines marketing, Leisure Marketing Expansion and the Air Service Subsidy Commitment.*

Expenses are \$15,078 over budget.

- Staff Expenses are \$3,546 over budget from staffing changes.
- Administrative Expenses are \$4,792 under budget from the following:
 - Postage is under budget \$5,651 from anticipated mailings. Currently, processing the visitor guide requests in-house.
 - Legal fees are over budget \$1,821.
- Marketing Expenses are \$16,324 over budget from the following:
 - Advertising is over budget \$11,305 from TBID's portion for the Agency Retainer and Regional Advertising.
 - Opportunity is \$16,214 over budget from the following:
 - Gold Wing is over budget \$10,113 for 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 were cancelled and helped offset additional costs.
 - Outdoor Writers is \$2,062 over budget.
 - Visit Billings Grants is over budget \$3,000.
 - Sales Expense is under budget \$5,898 from instate sales, sales missions and site visits.
 - Tradeshows & Conventions is under budget \$1,763 for anticipated tradeshow registration fees and travel expenses.
 - Website Maintenance and Development is under budget \$2,752 due to timing of when work is performed and necessary.



**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
January 2017**

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget	LAST YEAR
	Actual	Budget	January 2017 Actual	January 2017 Budget		January 2016 Actual
Income						
4001100 - TBID Assessments	786,411	784,874	1,735,115	1,733,000	1,733,000	1,775,852
4001500 - Miscellaneous Income	65	-	613	-	-	1,010
Carryover from 2015-2016	-	-	63,953	63,953	63,953	-
Total Income	786,476	784,874	1,799,681	1,796,953	1,796,953	1,776,862
Expense						
5001000 - Staff Expenses						
5007000 - Wages	21,595	20,995	169,503	165,425	270,400	148,262
5007100 - FICA Expense	1,735	1,790	12,602	13,200	22,150	11,208
5007200 - Unemployment Expense	512	375	1,299	2,625	4,500	1,980
5007400 - Health & Accident Expense	2,793	2,365	17,752	16,535	28,400	17,990
5007500 - Retirement Expense	1,525	1,506	10,123	9,938	16,625	5,863
5007700 - Workers Compensation Expense	145	150	990	1,050	1,800	1,043
5007800 - Staff Employment Expense	-	-	50	-	-	100
Total 5001000 - Staff Expenses	28,303	27,181	212,319	208,773	343,875	186,446
5009000 - Administrative Expenses						
5009200 - Computers	337	250	4,352	4,050	7,100	7,150
5009300 - Equipment & Repair Expense	279	1,750	1,813	3,250	4,500	2,826
5009500 - Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 - Meeting Expenses	852	1,280	8,360	8,465	11,575	3,459
5009650 - TBID Communications	-	-	6,081	6,100	6,100	78
5009700 - Office Supplies	137	273	2,843	2,415	3,780	2,450
5009750 - Postage	118	1,125	2,224	7,875	13,500	7,833
5009800 - Professional Training	143	-	2,310	2,050	4,900	9,573
5009850 - Legal and Accounting	2,296	550	2,921	1,100	12,100	10,572
5009900 - Telephone/Wireless Equipment	768	497	3,295	3,479	5,964	3,198
Total 5009000 - Administrative Expenses	4,931	5,725	36,292	41,084	71,819	49,234
5150000 - Marketing Expenses						
5151000 - Advertising	143,909	133,350	458,661	447,356	610,056	474,007
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	3,826	28,500	275,667	259,453	396,453	73,158
5152500 - Printed Materials	6,620	8,050	32,785	33,750	88,500	48,820
5153000 - Publicity	-	250	19,878	20,000	52,750	19,194
5154000 - Sales Expenses	313	1,880	35,442	41,340	138,000	106,241
5155000 - Tradeshows/Conventions	3,870	3,720	27,236	29,000	52,500	23,298
5156000 - Visitor Information Center	94	-	15,605	15,300	16,100	2,459
5156500 - Web Site	1,529	1,250	12,648	15,400	25,900	9,799
Total 5150000 - Marketing Expenses	160,161	177,000	877,923	861,599	1,381,259	756,977
Total Expense	193,396	209,906	1,126,534	1,111,456	1,796,953	992,657
Net Income/(Loss)	593,080	574,968	673,147	685,497	0	784,205
NAIA Tournament						
4001500 - NAIA Tournament Income	1,000	-	2,500	-	-	-
5152000 - NAIA Tournament Expense	412	-	412	-	-	-
Total NAIA Tournament	588	-	2,088	-	-	-

Cash	Current Month	Last Month	Last Year
Unrestricted	671,147	77,382	905,477
NAIA Tournament	4,088	3,500	-
Prepaid Revenue	-	-	-
Contract Reserves	-	-	-
BOD Restricted	175,000	175,000	150,000
Total Cash	850,235	255,882	1,055,477



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	12	13	0	0	25	0	
Room Nights	12,315	5,550			17,865	0	

VISITS FOR: visitbillings.com

FY-17 * Does not include WinterInBillings.com data.

	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	10,175	8,580	8,555						97,453

FY-16

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Actual	22,724	20,301	21,716	21,983	15,755	13,623	16,069	16,682	21,438	25,086	23,209	22,871	241,457

SERVICING

Serviced Events	Q1	Q2	Q3	Q4	TYTD
Actual	19	6	3	0	28

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	-9.5	-5.0	-13.4	9.1	1.9	2.3	-8.9	2.8	11.5	1.1	9.7	-3.3	-0.1

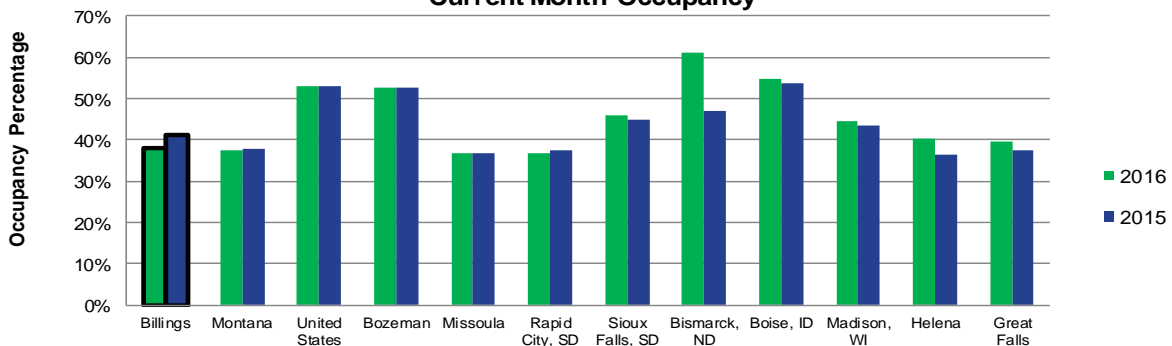
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2016	2015
Billings, MT	58.6%	59.7%
Montana	58.5%	58.8%
United States	65.5%	65.4%
Bozeman, MT	70.3%	67.8%
Missoula, MT	62.6%	60.9%
Rapid City, SD	58.4%	58.1%
Sioux Falls, SD	63.6%	62.9%
Bismarck, ND	65.5%	64.6%
Boise, ID	76.0%	71.4%
Madison, WI	66.8%	64.8%
Helena, MT	59.4%	60.5%
Great Falls, MT	57.7%	57.4%

CURRENT MONTH OCCUPANCY

December		
LOCATION	2016	2015
Billings, MT	38.1%	41.0%
Montana	37.3%	37.7%
United States	52.9%	53.0%
Bozeman, MT	52.7%	52.8%
Missoula, MT	36.7%	36.7%
Rapid City, SD	36.8%	37.3%
Sioux Falls, SD	45.8%	45.0%
Bismarck, ND	61.1%	47.0%
Boise, ID	54.9%	53.7%
Madison, WI	44.4%	43.5%
Helena, MT	40.4%	36.5%
Great Falls, MT	39.6%	37.3%

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
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	P/ LR	CVB-P	4,900	Mar-17	CWSP	ALL	\$ 1,102,500	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		12,315
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 11Dec-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	Q2
American Association of Petroleum Geologist	LR	CVB	900		O	DT, NH	\$ 202,500	Q2
MT State Aviation Conference	LR	CVB	575	Mar-17	O	RL	\$ 129,375	Q2
MT Historical Society Conference	LR	CVB	280	21 to 23 Sep-18	O	NH	\$ 63,000	Q2
Montana Marathon 2017	LR	CVB-P	200	17-Sep-17	SP	BWCT	\$ 45,000	Q2
BSSG Spring Sports	LR	CVB-P	350	5 to 7 May-16	SP	TBD	\$ 78,750	Q2
Republic Services 2017 Safety Banquet	NR	CVB	15	11-Mar-17	O	TBD	\$ 3,375	Q2
Youth Hockey State Tournament	LR	CVB	140	10 to 12 Mar-17	O	TBD	\$ 31,500	Q2



Eagle Rock Tours	RR	CVB-P	25	03-Aug-17	O	TBD	\$ 5,625	Q2
Q2 BOOKED EVENTS		13		Q2 ROOM NIGHTS			5,550	
<u>TOTAL BOOKINGS</u>			<u>TOTAL ROOM NIGHTS</u>			<u>TOTAL ECONOMIC IMPACT</u>		
25			17,865			\$ 4,019,625		

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
Montana Fire Consortium	LR	CVB	1600	Jun 18,19, 20, 21	O	TBD	\$ 360,000	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
National Council of University Research Administrators NCURA-Regional 2018	NR	CVB	600	2018	O	TBD	\$ 135,000	FY 16-17 Q2
Adventure ELEVATE 2019	NR	CVB-P	550	May/June 2019	O	TBD	\$ 123,750	FY 16-17 Q2
Spirit Leadership Submit	NR	CVB	1272	June 2017	O	TBD	\$ 286,200	FY 16-17 Q2
World Clown Association	NR	CVB	340	March 2019	O	TBD	\$ 76,500	FY 16-17 Q2

CANCELLED/ LOST/ UNDETERMIND BUSINESS

NAME	REASON	YEAR	LOST TO
National Grazing Lands Coalition	Lost- Billings meeting accommodations not large enough	2017	Reno, NV
Department of Justice	Cancelled	2017	NA



Rocky Mountain International Round Up	Lost- preference to W. MT	2018	Kalispell, MT
CSG West National 2019	Lost- Could not fit in preferred hotel	2019	Unknown
ICBDA Dance Competition	Cancelled	2020	Unknown
Juvenile Arthritis WEST 2018	Lost- Billings meeting accommodations not large enough	2018	Bellevue, WA
Rotary Convention 2018	Lost- reasons for decision unknown	2018	Boise, ID
PAC West 2018 Fall Conference	Lost- preference to W. MT	2018	Grouse Mountain Ranch, MT
Women in Travel Summit (WITS)	Lost- wanted to be on East Coast, appreciated Billings offerings and will be prospective for future years opportunities	2019	Unknown

SERVICING/ FACILITATION						
NAME	INFORMATION ASSISTANCE <i>i.e. Convention Bags or Materials</i>	ON SITE 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
*NCAA	(35)	325	Airport Welcome, Swag Bags, Athlete tents, Hospitality Table	5-Nov-16		Q2
*MT Farm Bureau	300		Hot Chocolate stands	12-Nov-16	NH, DT	Q2
Rocky Mountain Tribal Council	40			5-Dec-12	BWKI	Q2
Rocky Mountain Memorial Festival	50			12-Dec-16	RLH	Q2
Japanese Cultural Exchange Team	15		Welcome	11-Jan-17	DT	Q2
Rosie's Tour			Assisted Tour company with activities to do in Billings.	1-Jan-17	DT	Q2



Q2 SERVICED EVENTS		Q2 WELCOME ASSISTANCE		Q2 ON SITE FALICITATION		
	6		1,111			325
MATE	100		Materials for booth	3-Feb-17	RLH	Q2
All Class State Wrestling	TBD		Hospitality Room	10 to 11- Feb - 17	MetraPark	Q2
State B Combined	TBD		Hospitality Room	9 to 11- Mar - 17	MetraPark	Q2
Q3 SERVICED EVENTS		Q3 WELCOME ASSISTANCE		Q3 ON SITE FALICITATION		
	3		100			-
TOTAL SERVICED		TOTAL INFORMATION ASSISTANCE			TOTAL ON SITE ASSISTANCE	
		i.e. Welcome Packets/Materials				
28		3,627			4,825	

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
Winter Regional & National Promotion	Snow much to do



Brewery	Focus on visiting the walkable brewery district
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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
Smart Meetings	Dallas, TX	SC	Tradeshow
Reunion Friendly Network	Long Beach, CA	SC	Tradeshow
MSAE Luncheon	Helena, MT	SC	Event Sponsor
Chicago Travel and Adventure Show	Chicago, IL	AT	Tradeshow
Go West Summit	Reno, NV	NV	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**

