



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 13th, 2017
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 – R. Spence.....8:30
- II. Public Comment on Items Not Included on the Agenda
(Comments limited to three (3) minutes per speaker)
- III. Approval of February 9th, 2017 Board Minutes – R. Spence - Pages 2-3.....ACTION
- IV. Approval of February Financial & Variance Reports – A. Tyson - Pages 4-5.....ACTION
- V. Approval of March Financial & Variance Reports – A. Tyson - Pages 6-7.....ACTION
- VI. TBID Form 990 – M. Schafer, Eide Baily.....ACTION
- VII. Old Business.....8:50-9:35
 - a. American Airlines BIL/DFW Air Service – K. McCandless
 - b. 2017 Legislative Session Activity – S. Wahrlich
 - c. TBID Board of Directions FY18 – A. Tyson
 - d. TBID Re-authorization/Mission 2027 Update - A. Tyson/K. McCandless
 - e. Sports Facility Feasibility Study – A. Tyson
 - f. NAIA DI Women’s Basketball Nat’l Tournament – A. Tyson
- VIII. New Business.....9:35-10:05
 - a. FY18 Marketing Plan and Budget Update – A. Tyson
 - b. Leisure Marketing Follow Up (Winter and Spring Campaigns) – K. McCandless
- IX. Visit Billings Team Updates/PACE/ Activity- Pages 9-19.....10:05-10:20
- X. Partner Update.....10:20-10:25
 - a. Chamber of Commerce – M. Nelson, Board Liaison
- XI. Board Comments.....10:25-10:30
- XII. Adjournment.....ACTION

Next Meeting: Thursday, May 11th.

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – February 9th, 2017

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

Board Members Absent: Steve Wahrlich

Ex-Officio member Present: Mike Nelson

Staff Present: Alex Tyson, John Brewer, Kelly McCandless, Alyssa Voeltz, Megan Stevenson, Stefan Cattarin, Dan Brooks

Others Present: Kacy Keith with Lexington Inn and Suites, Ginny Hart with Residence Inn, Matt Schafer with Eide Bailey

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 January 12th, 2016 Board Minutes

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

Approval of Financial and Variance Report

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

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

2016 TBID Full Audit Update

Request for a motion to approve the 2016 TBID Audit.

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

Old Business

TBID Collections – Alex updated the Board with Matt on the collections for TBID.

Leisure Marketing Expansion Update – Alex informed the Board on how the Chicago Leisure show went and what changes our booth needs to make.

AdventureElevate Proposal – Stefan updated the Board on the AdventureElevate convention. He mentioned we lost 2019 to NY. He also informed the Board of the upcoming site visit for ATTA and the convention he will be attending in April.

TBD Summer Event – Ron asked for Visit Billings Grant information be sent to him.

NAIA: The Countdown – Alex updated the Board on the progress of the NAIA Tournament. She discussed the importance of filling seats and selling tickets.

2017 Total Solar Eclipse Preps – Shelli updated the Board on the Solar Eclipse happening in August. She mentioned the best view is in Wyoming but most hotels are books. Alex informed the Board that we are working on Social Media outlets to lure people to stay in Billings.

2017 Legislature Update/Regions & CVBs – Shelli and Alex informed the Board of important billings to keep an eye on as the Legislative Session continues to move forward.

American Airlines Flight Update – John updated the Board on the continued progress with American Airlines.

American Airlines Marketing Update – Kelly shared the marketing ideas with the Board. She stressed the importance of using nontraditional ideas to further their dollars. She informed the Board of the MOTBD grant dollars we will be receiving to assist in marketing.

ACT and MT Infrastructure Coalition Partnership – Dan gave a presentation to the Board on the changes to the Local Option language. No action was taken.



Staff Updates

- A. Tyson – NAIA Update and TBID Renewal
- K. McCandless – Dallas Campaign update and Winter photoshoot
- S. Cattarin – Site Visit & Bookings Update
- A. Hall – Servicing Update

Partner Update

Chamber of Commerce – M. Nelson, Board Liaison, updated the board on the upcoming Chamber Breakfast.
YCLA Update – Shelli informed the Board of the \$5,000 given to the Fire Department for gear. She also mentioned the YKIS grand opening in June.

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 February 28, 2017

Revenue over expenses is \$38,537 over budget.

Revenue is \$40,271 over budget from interest income & assessments.

- *Please note that there is still an outstanding balance of \$57,008 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 \$1,733 over budget.

- Staff Expenses are \$3,653 over budget from staffing changes.
- Administrative Expenses are \$6,342 under budget from the following:
 - Equipment Expense is \$1,390 under budget for anticipated office equipment.
 - Postage is under budget \$6,434 from anticipated mailings. Currently, processing the visitor guide requests in-house.
 - Legal fees are over budget \$1,821.
- Marketing Expenses are \$4,422 over budget from the following:
 - Advertising is over budget \$1,063 from TBID's portion for the Agency Retainer and Regional Advertising.
 - Opportunity is \$16,433 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.
 - Opportunity is over budget \$2,000 for TBID's portion of the air service consultant (Mead & Hunt).
 - Printed Materials is \$7,400 under budget due to timing of the final payment for the VIC remodel.
 - Sales Expense is under budget \$8,230 from instate sales, sales missions and site visits.
 - Tradeshows & Conventions is over budget \$5,213 for anticipated tradeshow registration fees and travel expenses.
 - Website Maintenance and Development is under budget \$2,352 due to timing of when work is performed and necessary.



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

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget	LAST YEAR
	Actual	Budget	February 2017	February 2017		February 2016
			Actual	Budget	Budget	Actual
Income						
4001100 - TBID Assessments	36,784	784,874	1,771,899	1,733,000	1,733,000	1,775,852
4001500 - Miscellaneous Income	759	-	1,372	-	-	1,187
Carryover from 2015-2016	-	-	63,953	63,953	63,953	-
Total Income	37,543	784,874	1,837,224	1,796,953	1,796,953	1,777,039
Expense						
5001000 - Staff Expenses						
5007000 - Wages	20,922	20,995	190,424	186,420	270,400	167,523
5007100 - FICA Expense	1,686	1,790	14,288	14,990	22,150	12,703
5007200 - Unemployment Expense	436	375	1,735	3,000	4,500	2,373
5007400 - Health & Accident Expense	2,587	2,365	20,339	18,900	28,400	20,929
5007500 - Retirement Expense	1,306	1,300	11,429	11,238	16,625	6,640
5007700 - Workers Compensation Expense	145	150	1,135	1,200	1,800	1,180
5007800 - Staff Employment Expense	-	-	50	-	-	100
Total 5001000 - Staff Expenses	27,082	26,975	239,401	235,748	343,875	211,448
5009000 - Administrative Expenses						
5009200 - Computers	245	250	4,597	4,300	7,100	7,395
5009300 - Equipment & Repair Expense	297	250	2,110	3,500	4,500	4,029
5009500 - Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 - Meeting Expenses	712	485	9,072	8,950	11,575	4,078
5009650 - TBID Communications	-	-	6,081	6,100	6,100	78
5009700 - Office Supplies	31	273	2,874	2,688	3,780	2,606
5009750 - Postage	342	1,125	2,566	9,000	13,500	11,859
5009800 - Professional Training	2,226	2,850	4,536	4,900	4,900	10,611
5009850 - Legal and Accounting	-	-	2,921	1,100	12,100	10,572
5009900 - Telephone/Wireless Equipment	326	497	3,622	3,976	5,964	3,730
Total 5009000 - Administrative Expenses	4,180	5,730	40,472	46,814	71,819	57,054
5150000 - Marketing Expenses						
5151000 - Advertising	11,908	22,150	470,569	469,506	610,056	533,692
5151500 - Film Recruitment	-	1,000	-	1,000	1,000	-
5152000 - Opportunity	26,131	25,500	301,386	284,953	396,453	95,399
5152500 - Printed Materials	13,252	20,100	46,450	53,850	88,500	61,209
5153000 - Publicity	764	250	20,641	20,250	52,750	23,201
5154000 - Sales Expenses	40,048	42,380	75,490	83,720	138,000	133,095
5155000 - Tradeshows/Conventions	6,976	-	34,213	29,000	52,500	24,251
5156000 - Visitor Information Center	-	-	15,605	15,300	16,100	2,579
5156500 - Web Site	1,649	1,250	14,298	16,650	25,900	11,373
Total 5150000 - Marketing Expenses	100,729	112,630	978,652	974,229	1,381,259	884,799
Total Expense	131,991	145,335	1,258,525	1,256,791	1,796,953	1,153,302
Net Income/(Loss)	(94,448)	639,539	578,699	540,162	0	623,738
NAIA Tournament						
4001500 - NAIA Tournament Income	22,100	-	24,600	-	-	-
5152000 - NAIA Tournament Expense	687	-	1,099	-	-	-
Total NAIA Tournament	21,413	-	23,501	-	-	-

Cash	Current Month	Last Month	Last Year
Unrestricted	576,699	671,147	745,010
NAIA Tournament	25,501	4,088	-
Prepaid Revenue	-	-	-
Contract Reserves	-	-	-
BOD Restricted	175,000	175,000	150,000
Total Cash	777,201	850,235	895,010



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of March 31, 2017

Revenue over expenses is \$32,029 over budget.

Revenue is \$40,471 over budget from interest income & assessments.

- *Please note that there is still an outstanding balance of \$57,008 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 \$8,441 over budget.

- Staff Expenses are \$5,577 over budget from staffing changes.
- Administrative Expenses are \$6,083 under budget from the following:
 - Equipment Expense is \$1,351 under budget for anticipated office equipment.
 - Postage is under budget \$4,983 from anticipated mailings. Currently, processing the visitor guide requests in-house.
 - Legal fees are over budget \$721.
- Marketing Expenses are \$8,947 over budget from the following:
 - Advertising is over budget \$4,880 from TBID's portion for the Agency Retainer and Regional Advertising.
 - Opportunity is \$15,560 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.
 - Opportunity is over budget \$2,000 for TBID's portion of the air service consultant (Mead & Hunt).
 - Printed Materials is \$9,424 under budget due to timing of the final payment for the VIC remodel.
 - Sales Expense is under budget \$1,385 from instate sales, sales missions and site visits.
 - Tradeshows & Conventions is over budget \$2,812 for anticipated tradeshow registration fees and travel expenses.
 - Website Maintenance and Development is under budget \$2,684 due to timing of when work is performed and necessary.



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

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget	LAST YEAR
	Actual	Budget	March 2017 Actual	March 2017 Budget		March 2016 Actual
	Income					
4001100 - TBID Assessments	-	-	1,771,899	1,733,000	1,733,000	1,775,852
4001500 - Miscellaneous Income	200	-	1,572	-	-	1,398
Carryover from 2015-2016	-	-	63,953	63,953	63,953	-
Total Income	200	0	1,837,424	1,796,953	1,796,953	1,777,250
Expense						
5001000 - Staff Expenses						
5007000 - Wages	22,542	20,995	212,966	207,415	270,400	187,194
5007100 - FICA Expense	1,807	1,790	16,096	16,780	22,150	14,234
5007200 - Unemployment Expense	418	375	2,154	3,375	4,500	2,730
5007400 - Health & Accident Expense	2,613	2,365	22,952	21,265	28,400	23,867
5007500 - Retirement Expense	1,369	1,295	12,798	12,533	16,625	7,569
5007700 - Workers Compensation Expense	145	150	1,280	1,350	1,800	1,318
5007800 - Staff Employment Expense	-	-	50	-	-	100
Total 5001000 - Staff Expenses	28,894	26,970	268,295	262,718	343,875	237,011
5009000 - Administrative Expenses						
5009200 - Computers	1,145	1,150	5,742	5,450	7,100	8,540
5009300 - Equipment & Repair Expense	289	250	2,399	3,750	4,500	4,319
5009500 - Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 - Meeting Expenses	780	735	9,851	9,685	11,575	4,298
5009650 - TBID Communications	-	-	6,081	6,100	6,100	78
5009700 - Office Supplies	236	273	3,110	2,961	3,780	3,125
5009750 - Postage	2,576	1,125	5,142	10,125	13,500	11,968
5009800 - Professional Training	-	-	4,536	4,900	4,900	10,611
5009850 - Legal and Accounting	8,850	9,950	11,771	11,050	12,100	10,572
5009900 - Telephone/Wireless Equipment	363	497	3,985	4,473	5,964	4,091
Total 5009000 - Administrative Expenses	14,240	13,980	54,711	60,794	71,819	59,697
5150000 - Marketing Expenses						
5151000 - Advertising	67,566	63,750	538,136	533,256	610,056	641,580
5151500 - Film Recruitment	-	-	-	1,000	1,000	-
5152000 - Opportunity	12,127	13,000	313,513	297,953	396,453	111,209
5152500 - Printed Materials	10,626	12,650	57,076	66,500	88,500	62,689
5153000 - Publicity	2,943	3,250	23,584	23,500	52,750	28,774
5154000 - Sales Expenses	35,160	28,030	110,365	111,750	138,000	135,086
5155000 - Tradeshows/Conventions	3,349	5,750	37,562	34,750	52,500	26,008
5156000 - Visitor Information Center	-	200	15,605	15,500	16,100	3,309
5156500 - Web Site	3,043	3,375	17,341	20,025	25,900	14,820
Total 5150000 - Marketing Expenses	134,814	130,005	1,113,181	1,104,234	1,381,259	1,023,474
Total Expense	177,947	170,955	1,436,187	1,427,746	1,796,953	1,320,182
Net Income/(Loss)	(177,748)	(170,955)	401,236	369,207	0	457,068
NAIA Tournament						
4001500 - NAIA Tournament Income	58,300	-	82,900	-	-	-
5152000 - NAIA Tournament Expense	7,499	-	8,097	-	-	-
Total NAIA Tournament	50,801	-	74,803	-	-	-

Cash	Current Month	Last Month	Last Year
Unrestricted	399,237	576,984	578,340
NAIA Tournament	76,803	26,001	-
Prepaid Revenue	-	-	-
Contract Reserves	-	-	-
BOD Restricted	175,000	175,000	150,000
Total Cash	651,039	777,986	728,340



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	12	13	1	4	30	0	
Room Nights	12,315	5,550	600	1,400	19,865	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	8,864	11,364				117,681

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	20	6	7	1	34

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 2017

	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	-1.3											-2.3

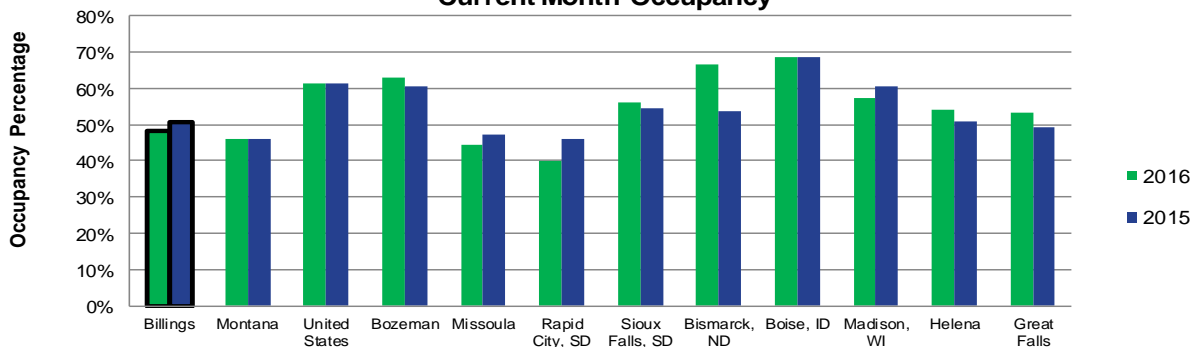
YTD OCCUPANCY

PAST 12 MONTHS			
LOCATION	2017	2016	
Billings, MT	41.9%	44.5%	
Montana	42.5%	42.0%	
United States	57.4%	57.5%	
Bozeman, MT	58.7%	55.5%	
Missoula, MT	40.9%	43.1%	
Rapid City, SD	36.4%	40.3%	
Sioux Falls, SD	52.0%	50.6%	
Bismarck, ND	62.8%	63.4%	
Boise, ID	62.8%	63.4%	
Madison, WI	52.4%	54.7%	
Helena, MT	51.7%	46.3%	
Great Falls, MT	51.0%	46.9%	

CURRENT MONTH OCCUPANCY

February			
LOCATION	2017	2016	
Billings, MT	48.3%	50.8%	
Montana	46.0%	46.1%	
United States	61.2%	61.5%	
Bozeman, MT	62.9%	60.6%	
Missoula, MT	44.5%	47.4%	
Rapid City, SD	39.9%	46.1%	
Sioux Falls, SD	56.0%	54.4%	
Bismarck, ND	66.8%	53.7%	
Boise, ID	68.8%	68.5%	
Madison, WI	57.2%	60.7%	
Helena, MT	54.0%	50.9%	
Great Falls, MT	53.5%	49.1%	

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
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	
Heart and Sole Run	LR	CVB-P	600	Jun-17	SP	TBD	\$ 135,000	Q3
Q3 BOOKED EVENTS		1		Q3 ROOM NIGHTS			600	
Native American Softball Tournament	RR	CVB-P	750	29 to 30 Jul-17	CWSP	TBD	\$ 168,750	Q4
Billings Fastpitch Showdown	LR	CVB-P	150	9 to 11 Jun-17	CWSP	ALL	\$ 33,750	Q4
Big Sky Volleyfest	LR	CVB-P	TBD	6 to 7 May-17	CWSP	ALL		Q4
MT State Youth Soccer Assoc. State Cup	LR	CVB-P	500	26 to 29	CWSP	RHB	\$ 112,500	Q4
Q4 BOOKED EVENTS		4		Q4 ROOM NIGHTS			1,400	
TOTAL BOOKINGS			TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT		
25			19,865			\$ 4,469,625		

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 2020	O	TBD	\$ 123,750	FY 16-17 Q2
Spirit Leadership Submit	NR	CVB	1272	Jun-17	O	TBD	\$ 286,200	FY 16-17 Q2
World Clown Association	NR	CVB	340	Mar-19	O	TBD	\$ 76,500	FY 16-17 Q2
IBCDA	NR	CVB	200	20 to 24 Jun-20	O	TBD	\$ 45,000	FY 16-17 Q3
Partnership Native American	LR	CVB	125	Mar/ Apr/ Jun	O	TBD	\$ 28,125	FY 16-17 Q3
2020 Roundalab Convention	NR	CVB	200	Jun-20	O	TBD	\$ 45,000	FY 16-17 Q3
National Indian Health Board (NIHM)	NR	CVB	1100	Aug- 17	O	TBD	\$ 247,500	FY 16-17 Q4
Healthcare Credit Union Leaders	LR	CVB	140	Sep- 18	O	TBD	\$ 31,500	FY 16-17 Q4
National Corn Growers Assoc	NR	CVB	75	14 to 15 Aug- 17	O	TBD	\$ 16,875	FY 16-17 Q4
MHSA Annual Meeting	RR	CVB	200	19-21 Jan-19	O	TBD	\$ 45,000	FY 16-17 Q4
MT Credit Union Association	LR	CVB	300	May-19	O	TBD	\$ 67,500	FY 16-17 Q4
PayneWest-Annual Service Meeting	LR	CVB	1000	May- 18, 19	O	NH/ DT	\$ 225,000	FY 16-17 Q4

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
Juvenile Arthritis WEST 2018	Lost- Billings meeting accommodations not large enough	2018	Bellevue, WA
Rotary Convention 2018	Lost	2018	Boise, ID
PAC West 2018 Fall Conference	Lost	2018	Grouse Mountain Ranch, MT
Women in Travel Summit (WITS)	Lost	2019	Unknown
Montana Governors Conference on Tourism & Recreation	Lost- Cannot meet under one roof	2018	Big Sky, MT
Assemblies of God World Missions	Lost- unknown	2017	Bozeman, MT

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
Q1 SERVICED EVENTS	20		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



Roises Tour			Assisted Tour company with activities to do in Billings.	1-Jan-17	DT	Q2
Q2 SERVICED EVENTS	6	Q2 WELCOME ASSISTANCE	1,005	Q2 ON SITE FALICITATION		325
MATE	100		Materials for booth	3-Feb-17	RLH	Q3
All Class State Wrestling		500	Hospitality Room	10 to 11- Feb - 17	MetraPark	Q3
State B Combined		200	Hospitality Room	9 to 11- Mar - 17	MetraPark	Q3
MT State Aviation Conference	500			3-Mar-17	RL	Q3
MT Library Assoc.	400			15-Mar-17	DT	Q3
NAIA Student Athlete Experience Dinner Event	480	730	Swag bags include VG guides	14-Mar-17	RL	Q3
NAIA			VIP Room	15 to 21- Mar- 17	MetraPark	Q3
Q3 SERVICED EVENTS	7	Q3 WELCOME ASSISTANCE	1,480	Q3 ON SITE FALICITATION		1,430
Dan Wagner	300			3-Apr-17		Q4
Q4 SERVICED EVENTS	1	Q4 WELCOME ASSISTANCE	300	Q4 ON SITE FALICITATION		-
TOTAL SERVICED		TOTAL INFORMATION ASSISTANCE		TOTAL ON SITE ASSISTANCE		
		i.e. Welcome Packets/Materials				
33		5,301		6,255		

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
MPMA	2	Apr - 4 to Apr 6	Site Visit	Q4

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
Spring Campaign	Let the Trail Lead you to an Action Packed Spring Getaway! (Regional Campaign)

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	SC	Tradeshow
Travel and Adventure Leisure Show	Denver, CO	SC	Tradeshow
Travel and Adventure Leisure Show	Dallas, TX	KM	Tradeshow
Smart Meetings	Seattle, WA	SC	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**

