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**MISSION** – *To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.*

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**TOURISM BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
September 8th, 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)
  
- III. Approval of August 11th, 2016 Board Minutes – S. Mann - Pages 2-3.....ACTION
- IV. Approval of August Financial & Variance Reports – M. Stevenson - Pages 4-5.....ACTION
  
- V. New Business .....8:35-9:00
  - a. NAIA Announcement and Preps – A. Tyson
  - b. Positioning TBID BOD FY18 – S. Mann
  - c. Visitor Center Refresh – A. Hall
  
- VI. Old Business.....9:00-9:10
  - a. GWRRA/ Wing Ding 38 Recap – S. Mann/ A. Tyson/ VB Team
  
- VII. PACE/Activity Report – VB Team - Pages 6-12.....9:10-9:30
  
- VIII. Partner Update – M. Nelson .....9:30-9:35
  
- IX. Adjournment.....ACTION

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**Next Meeting:** Thursday, October 13, 2016

Managed by the Billings Chamber of Commerce



## **BOARD OF DIRECTORS MINUTES – August 11, 2016**

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**Board Members Present:** Shelli Mann, Ron Spence, Joe Studiner, Steve Wahrlich

**Board Members Absent:**

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

**Staff Present:** Alex Tyson, Kelly McCandless, Alyssa Hall, Stefan Cattarin, Luke Ashmore

**Others Present:** Lisa Harmon, Greg Krueger, Bruce MacIntyre, Daniel Brooks, Brian 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**

### **Approval of Board Minutes**

Request for a motion to approve the June 9, 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 June Financial and Variance Reports.

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

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

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

### **New Business**

Steve Wahrlich Service Appreciation– The Board presented Steve with a gift for excellence leadership in the Tourism Industry.

Ginny Hart Service Appreciation– The Board presented Ginny with a gift of appreciate for her years as the TBID Ex-Officio.

Welcome, Mike Nelson, Chamber Liaison, Ex-officio– The Board welcomed Mike Nelson as the TBID Ex-Officio.

Welcome, Michele Flannigan, Chamber/Visit Billings Member & Visitor Assistant– The Board welcomed Michele Flannigan to the Visit Billings team.

NAIA Tournament Bid Support for 2017/2018 (Women's Basketball National Championship) – Alex updated the Board on the NAIA Bid process.

Request for a motion to move forward with the NAIA as the financial backer and \$30,000 bid fee.

MOTION: Joe motioned to approve; Ron seconded; Motion carried

Firefighter Consortium Support – Alex and Stefan discussed details of the Firefighter Consortium with the board.

Request for a motion to move forward with the Firefighter Consortium Bid.

MOTION: Steve motioned to approve; Ron seconded; Motion carried

Indian Relay Secondary Support – Shelli discussed supporting Indian Relay with another \$25,000. The Board tabled this item.

Voices of Montana Tourism FY17 Support – Steve updated the Board on the upcoming VOMT meetings.

Request for a motion to move forward with the Voices of Montana financial support of \$10,000.

MOTION: Steve motioned to approve; Ron seconded; Motion carried



## **Presentations**

One Big Sky Center – Downtown Billings Project Presentation – Lisa Harmon, Executive Director, Downtown Billings and Greg Krueger, Development Director, Downtown Billings gave a presentation on One Big Sky Center.

Request for a motion to write a letter of support for One Big Sky Center for City Council.

MOTION: Steve motioned to approve letter; Joe seconded; Motion carried.

ACT (Authorizing Community Transformation) –Bruce MacIntyre, Senior Public Policy Advisor and Daniel Brooks, Government Affairs Manager, Billings Chamber of Commerce, gave a presentation on the new campaign approach for the local option taxing authority spearheaded by the Chamber of Commerce.

Request for a motion to financially support ACT at \$2,500.

MOTION: Joe motioned to approve; Steve seconded; Motion carried.

## **PACE/ Activity Report**

FY16 Final Reporting – Alex discussed and reviewed the final reporting for FY16.

GWRRA Execution & Welcome Party – Alex walked the Board through the Welcome Party footprint as well as the exhibits taking part in the evening.

Renewal Update – Alex and Kelly updated the Board on the progress with the TBID renewal.

## **Staff Updates**

K. McCandless – Summer & Fall Leisure Campaign Update

S. Cattarin – Site Visit & Bookings Update

A. Hall – Visitor Information Center Refresh & Servicing Update

L. Ashmore – App Refresh

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

Submitted by Alyssa Hall

## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of August 31, 2016

Revenue over expenses is \$764 under budget.

Revenue is \$769 over budget from interest income & assessments.

Expenses are \$1,534 over budget.

- Staff Expenses are \$26 under budget.
- Administrative Expenses are \$547 under budget.
  - Postage is currently under budget \$727 due to timing of expenses.
  - Office Supplies is over budget \$397 from reprinting of notecards.
- Marketing Expenses are \$2,107 over budget from the following:
  - Advertising is under budget \$1,535
  - Opportunity is \$2,157 over budget from Outdoor Writers.
  - Sales Expense is under budget \$968 from instate sales and sales missions.
  - Tradeshows & Conventions is over budget \$2,518 for Smart Meetings registration fees and airfare (multiple meetings throughout year).

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Actual	Budget	August 2016 Actual	August 2016 Budget	2016-17 Annual Budget	August 2015 Actual
<b>Income</b>						
4001100 · TBID Assessments	578	-	948,704	948,126	1,733,000	896,882
4001500 · Miscellaneous Income	95	-	191	-	-	337
Carryover from 2015-2016	-	-	32,000	32,000	63,953	-
<b>Total Income</b>	<b>673</b>	<b>0</b>	<b>980,895</b>	<b>980,126</b>	<b>1,796,953</b>	<b>897,219</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	21,566	20,700	52,122	51,400	270,400	48,980
5007100 · FICA Expense	1,615	1,779	3,170	3,558	22,150	2,909
5007200 · Unemployment Expense	157	375	324	750	4,500	580
5007400 · Health & Accident Expense	2,377	2,360	4,754	4,715	28,400	3,814
5007500 · Retirement Expense	1,265	1,265	2,408	2,396	16,625	1,505
5007700 · Workers Compensation Expense	133	150	265	300	1,800	315
5007800 · Staff Employment Expense	-	-	50	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>27,113</b>	<b>26,629</b>	<b>63,093</b>	<b>63,119</b>	<b>343,875</b>	<b>58,103</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	245	250	877	1,000	7,100	490
5009300 · Equipment & Repair Expense	251	250	512	500	4,500	1,548
5009500 · Liability Insurance	1,595	1,750	1,595	1,750	2,300	1,595
5009600 · Meeting Expenses	1,115	685	1,553	1,295	11,575	844
5009650 · TBID Communications	-	-	81	100	6,100	78
5009700 · Office Supplies	982	523	1,193	796	3,780	1,407
5009750 · Postage	330	1,125	1,523	2,250	13,500	4,453
5009800 · Professional Training	121	-	1,171	1,050	4,900	2,178
5009850 · Legal and Accounting	-	-	-	-	12,100	850
5009900 · Telephone/Wireless Equipment	414	497	682	994	5,964	711
<b>Total 5009000 · Administrative Expenses</b>	<b>5,054</b>	<b>5,080</b>	<b>9,188</b>	<b>9,735</b>	<b>71,819</b>	<b>14,153</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	33,512	34,250	116,915	118,450	610,056	107,019
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	47,759	45,000	77,157	75,000	396,453	24,525
5152500 · Printed Materials	2,320	2,350	5,054	5,150	88,500	17,350
5153000 · Publicity	10,381	10,266	11,114	11,000	52,750	11,344
5154000 · Sales Expenses	13,068	14,000	17,102	18,070	138,000	59,726
5155000 · Tradeshow/Conventions	13,968	11,450	15,098	12,580	52,500	1,606
5156000 · Visitor Information Center	345	350	10,025	10,030	16,100	635
5156500 · Web Site	2,171	1,750	2,922	3,000	25,900	229
<b>Total 5150000 · Marketing Expenses</b>	<b>123,524</b>	<b>119,416</b>	<b>255,387</b>	<b>253,280</b>	<b>1,381,259</b>	<b>222,435</b>
<b>Total Expense</b>	<b>155,691</b>	<b>151,125</b>	<b>327,668</b>	<b>326,134</b>	<b>1,796,953</b>	<b>294,691</b>
	<b>(155,018)</b>	<b>(151,125)</b>	<b>653,228</b>	<b>653,992</b>	<b>0</b>	<b>602,528</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	685,181	786,902	723,801
Prepaid Revenue	-	-	-
Contract Reserves	-	53,296	-
BOD Restricted	175,000	175,000	150,000
<b>Total Cash</b>	<b>860,181</b>	<b>1,015,198</b>	<b>873,801</b>



**GROUP BOOKINGS**

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
<b>Groups</b>	7	0	0	0	7	0	
<b>Room Nights</b>	8,915				8,915	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											39,714

**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	0.0	0.0	0.0	0.0	0.0	-3.8

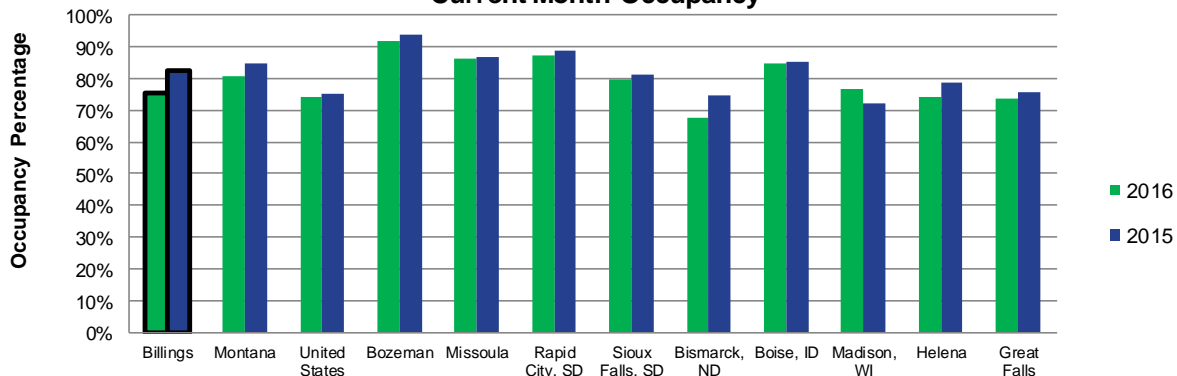
**YTD OCCUPANCY**

PAST 12 MONTHS			
LOCATION	2016	2015	
Billings, MT	59.4%	61.9%	
Montana	58.2%	59.4%	
United States	66.4%	66.5%	
Bozeman, MT	70.0%	66.9%	
Missoula, MT	66.3%	64.6%	
Rapid City, SD	58.2%	57.6%	
Sioux Falls, SD	64.1%	63.9%	
Bismarck, ND	59.1%	65.4%	
Boise, ID	76.9%	72.4%	
Madison, WI	66.3%	64.6%	
Helena, MT	59.4%	61.8%	
Great Falls, MT	58.7%	59.8%	

**CURRENT MONTH OCCUPANCY**

July			
LOCATION	2016	2015	
Billings, MT	75.4%	82.7%	
Montana	80.5%	84.6%	
United States	74.4%	75.1%	
Bozeman, MT	91.6%	93.9%	
Missoula, MT	86.1%	86.9%	
Rapid City, SD	87.3%	88.8%	
Sioux Falls, SD	79.8%	81.5%	
Bismarck, ND	67.4%	74.9%	
Boise, ID	84.6%	85.5%	
Madison, WI	76.9%	72.1%	
Helena, MT	74.0%	78.8%	
Great Falls, MT	73.7%	75.9%	

**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	Fy 15-16 Q4
Department of Justic		CVB	85	Jun-17	O	DT	\$ 19,125	Q1
<b>Q1 BOOKED EVENTS</b>		<b>7</b>		<b>Q1 ROOM NIGHTS</b>			<b>8,915</b>	
<b><u>TOTAL BOOKINGS</u></b>			<b><u>TOTAL ROOM NIGHTS</u></b>			<b><u>TOTAL ECONOMIC IMPACT</u></b>		
<b>7</b>			<b>8,915</b>			<b>\$ 2,005,875</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
American Association of Petroleum Geologists	RR	CVB	450	25 to 28 Jun- 17	O	TBD	\$ 101,250	Fy 15-16 Q3
Geek Tour Nations	LR	CVB	TBD	TBD	O	TBD		Fy 15-16 Q3
National Grazing Lands Coalition	NR	CVB	1,200	Nov -18 /Jun 19	O	TBD	\$ 270,000	Fy 15-16 Q3
Confidential Motorcycle Group	NR	CVB	350	15 to 17 Jul- 17	O	BH,HW,HIS,HIE	\$ 78,750	Fy 15-16 Q4
Rocky Mountain Tribal Leaders Council Judicial Training	LR	CVB	80	27 to 29 Sep - 16	O	TBD	\$ 18,000	Fy 15-16 Q4
LeatherNeck Motorcycle Club Rally	LR	CVB	300	8 to 10 Jun- 17	O	BHR	\$ 67,500	Fy 15-16 Q4
District 13 Optimists Convention	LR	CVB	100	Aug-16	O	TBD	\$ 22,500	Fy 15-16 Q4
Women in Travel Summit (WITS)	NR	CVB	1000	2019	O	TBD	\$ 225,000	Fy 15-16 Q4
Valkyrie Riders Cruisers Club National Rally	NR	CVB	925	25-30 Jun-17	O	TBD	\$ 208,125	Fy 16-17 Q1
Montana Fire Consortium	LR	CVB	1600	Jun 17,18,19	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
Rocky Mountain International Round Up		CVB	540	Apr-18	O	BHR	\$ 121,500	Fy 16-17 Q1

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



**CANCELLED/ LOST/ UNDETERMIND BUSINESS**

NAME	REASON	YEAR	LOST TO

**MARKETING INITIATIVES/EXPOSURE/PUBLICITY**

NAME	REASON/RESULTS
Summer Campaign	Life is more summer event line up

**EVENTS ATTENDED**

NAME	LOCATION	STAFF	REASON

**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**

