



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
May 11th, 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 – 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 April 13th, 2017 Board Minutes – S. Mann - Pages 3-4.....ACTION
IV. Approval of April Financial & Variance Reports – A. Tyson - Pages 5-6.....ACTION
V. Old Business.....8:35-8:50
a. AA DFW/BIL Inaugural Flight Update – K. McCandless/S. Wahrlich
b. 2017-2018 Visit Billings Marketing Plan & Budget – A. Tyson
c. Sports Facility Feasibility Study: Grant Application Update – A. Tyson
VI. New Business.....8:50-9:50
a. Visit Billings: Meetings & Conventions Recruitment – S. Cattarin
b. NAIA 2019 Contract (2017 recap) – A. Tyson.....ACTION
c. TBID Executive Committee Q1 FY18 – S. Mann
VII. Special Presentation.....9:50-10:10
a. Coulson Park Master Planning.....ACTION
i. Special Guest: Steve Arveschoug, Big Sky Economic Development
VIII. Visit Billings Team Updates/PACE/ Activity- Pages 7-22.....10:10-10:20
IX. Partner Update.....10:20-10:25
a. Chamber of Commerce – M. Nelson, Board Liaison
X. Board Comments.....10:25-10:30
XI. Adjournment.....ACTION

Next Meeting: Thursday, June 8th.

Managed by the Billings Chamber of Commerce





MEETING AND CONVENTIONS AGENDA

- I. Conference Presentation
 - a. Sales Pitch, Materials, Messaging

- II. What Shows?
 - a. Currently attending (MRN, Smart Meeting, Small Market Meeting, Connect)
 - b. No longer attending (IMEX, MPI, ASAE, MIC, Rejuvenate, Destination Marketing, Helms/Conference Direct)

- III. Locations: Regional/National
 - a. Denver, Seattle, Dallas

- IV. Marketing Efforts: Sponsorships & Publications
 - a. Sponsoring 3-day shows to boost networking
 - b. 'Montana' Featured Publications: Smart Meetings, Small Market Meetings, Connect, ASAE, Mountain Meetings, Successful Meetings,
 - c. <http://www.successfulmeetings.com/News/Destinations/West/Montana-s-Expansive-Meeting-Offerings/>

- V. Brand Lift: Selling Billings
 - a. Putting Montana/Billings on their mind
 - b. Many planners don't think MT is an option, let alone Billings
 - c. Positioning Montana's Trailhead as viable destination to consider

- VI. Site Visit Conversion: Site Visit Wins, Planner FAMs, Planner Conference Idea?
 - a. Getting planners on the ground
 - b. 74% conversion vs 13% conversion

- VII. In the Hopper:
 - a. Dance Market, HOG, Motto Guzzi, AdventureElevate, WITS, USBC, EmpowerMINT

- VIII. Recent Successes:
 - a. MPMA, NCURA



BOARD OF DIRECTORS

MINUTES – April 13th, 2017

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

Board Members Absent: Shelli Mann, LaReil Baldwin

Ex-Officio member Present: Mike Nelson

Staff Present: Alex Tyson, Kelly McCandless, Alyssa Voeltz,

Others Present: Ginny Hart with Residence Inn, Matt Schafer with Eide Bailey

Call to Order

Ron 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 February 9th, 2017 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 February Financial and Variance Reports.

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

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

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

TBID Form 990 Update

Request for a motion to approve the TBID Form 990.

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

Old Business

American Airlines BIL/DFW Air Service – Kelly updated the Board on the progress for the marketing plan. She informed them of the \$100,000 Federal Grant and the \$50,000 MOTBD marketing funds. Kelly is currently working on finalizing another \$50,000 from MOTBD.

2017 Legislative Session Activity – Steve updated the Board on the major bills that will affect the tourism industry.

TBID Board of Directions FY18 – Alex informed the Board that once the TBID is renewed for another 10 years that the Board will need to reapply for their positions. This is due to having a new resolution for renewal. Applications will be accepted starting in June.

TBID Re-authorization/Mission 2027 Update – Alex informed the Board of the Monday, May 8th City Council Meeting to renew the TBID.

Sports Facility Feasibility Study – Alex updated the Board on the progress with the feasibility study.

NAIA DI Women's Basketball Nat'l Tournament – Alex walked the Board through NAIA's huge success in our community. She explained the countless wow factor moments teams and NAIA officials received.

New Business

FY18 Marketing Plan and Budget Update – Alex updated the Board on the progress of the marketing plan and the Board discussed the strategic goals for FY18. Alex also walked through the leisure marketing plan and dollars.

Request for a motion to apply the \$200,000 TBID reserves to DFW/BIL Airport Subsidy in FY18.

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

Leisure Marketing Follow Up (Winter and Spring Campaigns) – Kelly informed the Board on the how well the Winter Campaign performed. She also updated the Board on the Spring Campaigns progress of utilizing the "My Amazing Place" videos.



Staff Updates

A. Hall – Servicing Update

Art made a motion to adjourn the meeting; Joyce seconded. Meeting adjourned at 11:00 a.m.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of April 30, 2017

Revenue over expenses is \$14,236 over budget.

Revenue is \$27,575 over budget from interest income & assessments. The additional funds received from the assessments were used to help offset the costs of the NAIA tournament and bed fees.

- *Please note that there is still an outstanding balance of \$40,040 that has not yet been paid to the County for assessments and property taxes. Staff is working with the City to monitor payments.*

Expenses are \$13,339 over budget.

- Staff Expenses are \$5,273 over budget from staffing changes.
- Administrative Expenses are \$4,238 under budget from the following:
 - Equipment Expense is \$1,328 under budget for anticipated office equipment.
 - Postage is under budget \$5,680 from anticipated mailings. Currently, processing the visitor guide requests in-house.
 - Legal fees are over budget \$1,601.
- Marketing Expenses are \$12,304 over budget from the following:
 - Advertising is over budget \$364.
 - Opportunity is \$13,711 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).
 - Event Opportunity is under budget \$6,737 due to timing.
 - Printed Materials is \$1,226 under budget from savings on the last final payment for the VIC remodel.
 - Sales Expense is over budget \$3,632 from sports hospitality.
 - Tradeshows & Conventions is over budget \$1,003 for anticipated tradeshow registration fees and travel expenses.
 - Website Maintenance and Development is under budget \$2,951 due to timing of when work is performed and necessary.



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

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget	LAST YEAR April 2016 Actual
	Actual	Budget	April 2017 Actual	April 2017 Budget		
Income						
4001100 · TBID Assessments	(13,032)	-	1,758,867	1,733,000	1,733,000	1,775,852
4001500 · Miscellaneous Income	136	-	1,708	-	-	1,561
Carryover from 2015-2016	-	-	63,953	63,953	63,953	-
Total Income	(12,896)	0	1,824,528	1,796,953	1,796,953	1,777,413
Expense						
5001000 · Staff Expenses						
5007000 · Wages	20,766	20,995	233,731	228,410	270,400	208,454
5007100 · FICA Expense	1,676	1,790	17,772	18,570	22,150	15,862
5007200 · Unemployment Expense	374	375	2,527	3,750	4,500	3,085
5007400 · Health & Accident Expense	2,607	2,365	25,558	23,630	28,400	26,806
5007500 · Retirement Expense	1,306	1,502	14,104	14,035	16,625	8,786
5007700 · Workers Compensation Expense	145	150	1,425	1,500	1,800	1,455
5007800 · Staff Employment Expense	-	-	50	-	-	200
Total 5001000 · Staff Expenses	26,873	27,177	295,168	289,895	343,875	264,647
5009000 · Administrative Expenses						
5009200 · Computers	245	250	5,987	5,700	7,100	8,862
5009300 · Equipment & Repair Expense	273	250	2,672	4,000	4,500	4,565
5009500 · Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 · Meeting Expenses	1,968	730	11,819	10,415	11,575	4,505
5009650 · TBID Communications	-	-	6,081	6,100	6,100	78
5009700 · Office Supplies	-	273	3,110	3,234	3,780	4,048
5009750 · Postage	428	1,125	5,570	11,250	13,500	16,642
5009800 · Professional Training	435	-	4,971	4,900	4,900	10,611
5009850 · Legal and Accounting	1,380	500	13,151	11,550	12,100	10,572
5009900 · Telephone/Wireless Equipment	741	497	4,726	4,970	5,964	4,453
Total 5009000 · Administrative Expenses	5,470	3,625	60,181	64,419	71,819	66,431
5150000 · Marketing Expenses						
5151000 · Advertising	21,835	26,350	559,970	559,606	610,056	714,211
5151500 · Film Recruitment	-	-	-	1,000	1,000	-
5152000 · Opportunity	29,152	31,000	342,665	328,953	396,453	116,024
5152500 · Printed Materials	14,377	7,000	72,274	73,500	88,500	78,887
5153000 · Publicity	1,830	3,250	25,415	26,750	52,750	30,157
5154000 · Sales Expenses	19,743	16,000	131,382	127,750	138,000	137,586
5155000 · Tradeshows/Conventions	10,387	10,000	45,753	44,750	52,500	26,775
5156000 · Visitor Information Center	-	-	15,605	15,500	16,100	3,309
5156500 · Web Site	983	1,250	18,324	21,275	25,900	16,425
Total 5150000 · Marketing Expenses	98,307	94,850	1,211,388	1,199,084	1,381,259	1,123,375
Total Expense	130,650	125,652	1,566,737	1,553,398	1,796,953	1,454,453
Net Income/(Loss)	(143,545)	(125,652)	257,791	243,555	0	322,960
NAIA Tournament						
4001500 · NAIA Tournament Income	4,500	-	87,400	-	-	-
5152000 · NAIA Tournament Expense	79,303	-	87,400	-	-	-
Total NAIA Tournament	(74,803)	-	0	-	-	-

Cash	Current Month	Last Month	Last Year
Unrestricted	257,791	399,237	444,232
NAIA Tournament	-	76,803	-
Prepaid Revenue	-	-	-
Contract Reserves	-	-	-
BOD Restricted	175,000	175,000	150,000
Total Cash	432,791	651,039	594,232



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD
Groups	13	13	4	8	38
Room Nights	12,315	5,550	9,850	4,975	32,690

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	11,417			129,098

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	8	41

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	19.7										5.0

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	-11.3	-6.9	-15.1	9.1	1.9	2.3	-8.9	1.0	9.5	-0.7	5.6	-7.0	-1.7

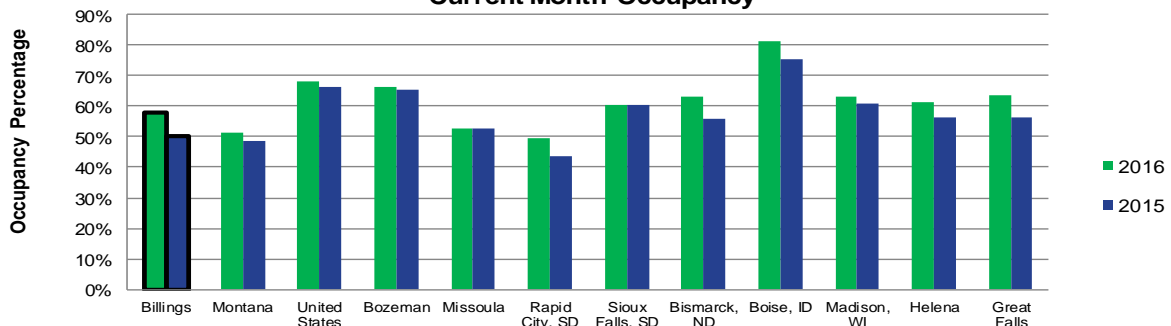
YTD OCCUPANCY

PAST 12 MONTHS			
LOCATION	2017	2016	
Billings, MT	47.2%	44.3%	
Montana	45.5%	44.3%	
United States	61.1%	60.5%	
Bozeman, MT	61.4%	58.9%	
Missoula, MT	45.0%	46.4%	
Rapid City, SD	40.9%	41.5%	
Sioux Falls, SD	54.9%	54.0%	
Bismarck, ND	64.2%	52.9%	
Boise, ID	69.2%	67.5%	
Madison, WI	56.1%	56.8%	
Helena, MT	54.9%	49.7%	
Great Falls, MT	55.3%	50.2%	

CURRENT MONTH OCCUPANCY

March			
LOCATION	2017	2016	
Billings, MT	57.7%	50.1%	
Montana	51.3%	48.7%	
United States	68.0%	66.3%	
Bozeman, MT	66.5%	65.4%	
Missoula, MT	52.8%	52.7%	
Rapid City, SD	49.3%	43.7%	
Sioux Falls, SD	60.4%	60.3%	
Bismarck, ND	63.0%	55.9%	
Boise, ID	81.3%	75.4%	
Madison, WI	63.0%	60.9%	
Helena, MT	61.2%	56.5%	
Great Falls, MT	63.5%	56.5%	

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
Harley Owners Group (HOG)	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	NH	\$ 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			13			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	TBD	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	
All- Class State Wrestling	SR	CVB-P	6000	10 to 11 Feb- 17	CWSP	ALL	\$ 1,350,000	Q3
State B Combined Basketball	SR	CVB-P	1500	9 to 11 Mar- 17	CWSP	ALL	\$ 337,500	Q3
Super A Divisonals	LR	CVB-P	1750	22 to 25 Feb- 17	CWSP	ALL	\$ 393,750	Q3
Heart and Sole Run	LR	CVB-P	600	Jun-17	SP	TBD	\$ 135,000	Q3
Q3 BOOKED EVENTS		4		Q3 ROOM NIGHTS			9,850	
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	850	6 to 7 May- 17	CWSP	ALL	\$ 191,250	Q4
Partnership Native American	LR	CVB	125	Mar/ Apr/ Jun	O	TBD	\$ 28,125	Q4
Mountain Plains Museum Association	LR	CVB	600	11 to 15 Sep 2018	O	RL	\$ 135,000	Q4
NCAA DII Cross Country Regionals and Nationals	LR	CVB-P	1000	Nov-18,	CWSP	ALL	\$ 225,000	Q4
NCAA DII Cross Country Regionals and Nationals	LR	CVB-P	1000	Nov-20	CWSP	ALL	\$ 225,000	Q4
MT State Youth Soccer Assoc. State Cup	LR	CVB-P	500	26 to 29	CWSP	RHB	\$ 112,500	Q4
Q4 BOOKED EVENTS		8		Q4 ROOM NIGHTS			4,975	
<u>TOTAL BOOKINGS</u>		<u>TOTAL ROOM NIGHTS</u>			<u>TOTAL ECONOMIC IMPACT</u>			



38

32,690

\$

7,355,250

PENDING BIDS/RFP'S

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
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
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 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
World Clown Association	NR	CVB	340	Mar-19	O	TBD	\$ 76,500	FY 16-17 Q2
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
Spirit Leadership Summit	Cancelled Event	2017	NA
IBCDA	Lost- no adequate space in Billings	2020	Reno, NV
National Junior Angus Association – Leaders Engaged in Angus Development Conference (NJAA LEAD)	Lost- Too large for Billings	2017	unknown
2020 Roundalab Convention	Lost- Following with ICBDA	2020	Reno, NV
Behavioral Health	Lost- No need to relocate		Tulsa, OK
World Clown Association	Lost- Air service and Weather	2019	SLC, Portland, Tuscan, or Albuquerque
IUPA: Int'l Union of Police Assoc.	Undetermined	2016	Undetermined
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
NAIA Airport			Greet Teams at Airport			
Q3 SERVICED EVENTS	7		Q3 WELCOME ASSISTANCE	1,480	Q3 ON SITE FALICITATION	1,430
Model T Ford	60			31-Mar-17		Q4
Dan Wagner	300			3-Apr-17		Q4
Big Sky VolleyFest	200		Bags, Water Bottles, Visitor Guides	5-May-17		Q4
Leif Welhaven	100			24-Apr-17		Q4
NIGP	80			18-Apr-17		Q4



Critical Incident Conference	125			8-May-17		Q4
AA Conference	400			16-May-17		Q4
AVA	450			16-May-17		Q4
Q4 SERVICED EVENTS	8	Q4 WELCOME ASSISTANCE	1,715	Q4 ON SITE FALICITATION		-
TOTAL SERVICED	TOTAL INFORMATION ASSISTANCE			TOTAL ON SITE ASSISTANCE		
	i.e. Welcome Packets/Materials					
41	6,716			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
NCURA	2	Apr -18 to Apr 19	Site Visit	Q4
ICDBA	2	Apr- 20 to Apr 21	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
Adventure Elevate Conference	Coeur D' Alene, ID	SC	Tradeshow
Smart Meetings	Denver, CO	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

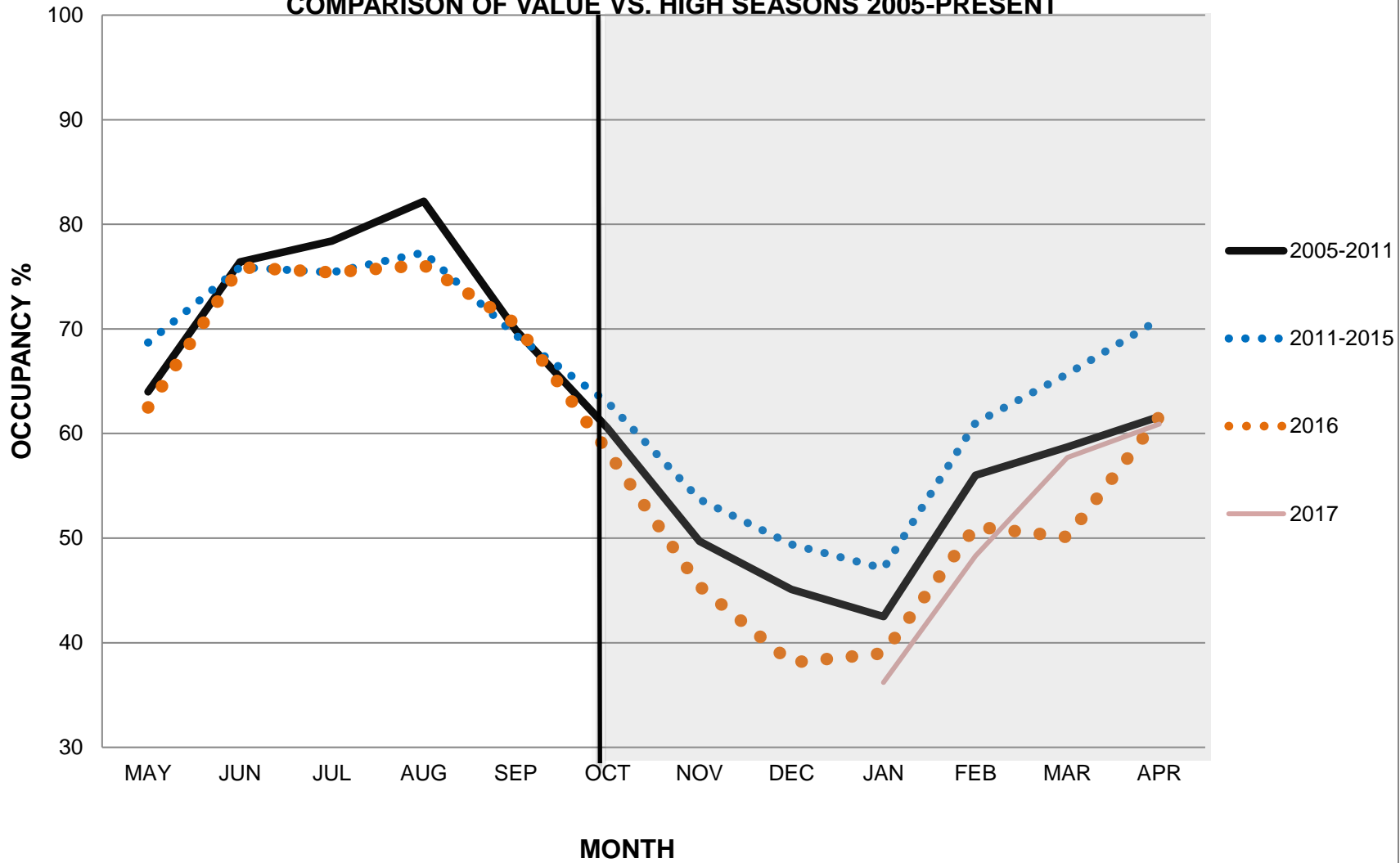
PENDING RFPs/Bids: Date in parenthesis denotes the expected decision date.

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**



NAIA ACTIVITY REPORT March 14 - 21, 2017

Servicing Summary

Marketing

Visit Billings was charged with all marketing and promotion efforts of the Wells Fargo NAIA DI Women's Basketball National Championship. Working closely with AD Creative Group, staff executed a wildly successful campaign that included digital and print placements, billboards and other signage.

Business Engagement

Visit Billings created an essential toolkit to assist area businesses in gearing up for this major sporting event. It defined the importance of the tournament to the community and offered ways to get involved. With this toolkit Visit Billings also delivered posters and 'flare' buttons to frontline staff so visitors felt welcomed.

Airport Welcome

The Visit Billings team made it a priority to welcome each incoming team at the airport. This showcased the city's excitement, facilitation offerings and true Montana hospitality. Each team received Visit Billings buffs and NAIA hotel room signs.

Student Athlete Experience Dinner Event

Visit Billings played major roles throughout the NAIA tournament but a significant part of facilitation was to host a dinner event for the student athletes. This element was crucial in creating excitement around the athletes and tournament as a whole.

Champions of Character

Visit Billings coordinated with officials from 30 Billings elementary schools, high schools, and afterschool programs to ensure that 32 NAIA teams were able to share the importance of character, values and community involvement. This program was vital in getting the athletes in front of area youth.

Social Media

Visit Billings understands the importance of social media in today's society. We used Facebook, Twitter, and some Instagram to promote the tournament beginning in early 2017. Through these platforms and hashtags Visit Billings was able to reach thousands of people while gaining exposure for our incredible community.

Sponsorship

Visit Billings staff were the lead team on sponsorship sales and honorary coaching offerings. Together with members of the NAIA Tournament Committee, the team executed meetings to garner financial support.

Student Athlete Experience Dinner Event- Details

Sponsor: Red Lion Hotel and Convention Center



Visit Billings Swag
Bags
Total 480 Bags

Attendance
Total 730

Champions of Character- Details

Champions of Character provides training for student-athletes and professional development for coaches and staff. The values of integrity, respect, responsibility, sportsmanship and servant leadership are put into play and accounted for at **NAIA** schools.

- 32 Teams visited a total of 30 Elementary, High School, and afternoon school programs.
- 4,623 Students were impacted by this program

Social Media- Details

Twitter

March Twitter numbers

Tweet Impressions	38.3 K
Profile Visits	1,450
Mentions	29
New Followers	55

Engagements during Tournament

Retweets	69
Likes	190
Clicks	15

Facebook

Tournament Prep

Organic Reach	27,972
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Facebook Event

Reach	24,360
Responses	800

Engagements during Tournament

Likes	56
Average Reach	1742
Page Views	67

Instagram

*Follower Gain	58
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* Please note we are unable to specify if this was impacted by the NAIA Tournament. This platform was not beneficial for the Tournament



BILLINGS ROOM DEMAND 2005-PRESENT

