



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
August 10th, 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 July 13th, 2017 Board Minutes – S. Mann - Page 2-3.....ACTION
- IV. Approval of July Financial & Variance Reports – M. Stevenson - Pages 4-5.....ACTION
- V. Current TBID Assets – M. Stevenson
- VI. New Business.....8:40-10:00
 - a. New Visit Billings Destination Video – K. McCandless
 - b. FY18 Leisure Marketing – A. Murnion
 - c. Visit Billings Application Download– L. Ashmore
 - d. International Market Workshop Information – S. Cattarin
 - e. Reporting Options – A. Voeltz
 - f. H2B Wages – S. Mann
 - g. Elections Have Consequences/Scorecard – J. Brewer
- VII. Old Business.....10:00-10:15
 - a. Tourism Research Update – A. Tyson
 - b. Voices of Montana Tourism FY18 Support – S. Wahrlich.....ACTION
 - c. YKIS Events – S. Mann
- VIII. Partner Update.....10:15
 - a. Visit Southeast Montana – B. Maas
 - b. Chamber of Commerce – G. Hart, Board Liaison
- IX. Board Comments.....10:30
- X. Adjournment.....ACTION

Next Meeting: Thursday, September 14th.

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – July 13th, 2017

Board Members Present: Shelli Mann, Ron Spence, Joyce Bratland, Art Westwood, Steve Wahrlich
Board Members Absent: Joe Studiner, LaRell Baldwin
Ex-Officio member Present: Ginny Hart
Staff Present: Alex Tyson, John Brewer, Megan Stevenson, Alyson Murnion, Luke Ashmore, Stefan Cattarin
Others Present: Ray Massie, Kelly Campbell, Kris Carpenter

Call to Order

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

Public Comment

Joyce complimented Alyson's work on the social media workshops.

Approval of Board Minutes

Request for a motion to approve the June 8th, 2017 Board Minutes.

MOTION: Steve motioned to approve the minutes; Ron seconded; Motion carried.

Approval of Financial & Variance Reports

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

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

Old Business

CA 2017/Garth Brooks Concert Investment Follow-Up and Future MetraPark Concert Opportunities – Ray and Kelly presented MetraPark's annual report and details regarding the Garth Brook's concert. Details about upcoming events, such as Jim Gaffigan and Foo Fighters were also discussed.

Visit Billings Grant Discussion – Visit Billings grant applications were discussed due to the large quantity received.

Board discussed allocation of \$15,000 in funds to be awarded.

Motion: Steve motioned to accept this proposal; Ron Seconded; Motion Carried.

Destination Analysts Proposal – Alex proposed a plan for market research and explained different package details from Destination Analysts.

Motion: Steve motioned to move forward with a study involving visitor intercept and economic impact; Art seconded; Motion Carried.

Visit Billings Leisure Marketing and Sales Manager Update – Alex welcomed Alyson as the new Leisure & Sales Manager for Visit Billings. Alex thanked Kelly McCandless for her commitment.

Holiday Campaign Preference – Alyson discussed her transition into her new role and proposed ideas for the potential holiday campaign. A decision was made to discuss ad campaigns in the August meeting.

CVB and TBID Agency RFP Update – Alex discussed creating the committee for agency proposals later this year.

FY17 Final PACE/Activity Report Review – Alex highlighted FY17's wins and achievements for the organization; including TBID renewal, BIL/DFW direct flight, Gold Wing 38, NAIA National Championships, and other events. Yellowstone County's tourism position, room demand, and current marketing plan were also discussed.

TBID Board Applications Reminder – Shelli provided a reminder that TBID applications need to be submitted to Mayor Hanel soon.

Chamber Update – John updated the board regarding the upcoming Annual Meeting, the Yellowstone Kelly Interpretive Site, and the Chamber management review.

Partner Update

Chamber of Commerce – G. Hart, Board Liaison updated the board on other Chamber events.



Board Comments

Shelli and the Board of Directors thanked Joyce for her many years of service on the board.

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

Submitted by Luke Ashmore

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of July 31, 2017

July's revenue over expenses is \$2,412 over budget.

Revenue is \$113 over budget from interest income.

Expenses are \$2,299 under budget.

- Staff Expenses are \$915 under budget.
- Administrative Expenses are \$713 under budget.
- Marketing Expenses are \$672 under budget.

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

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget	LAST YEAR
	Actual	Budget	July 2017 Actual	July 2017 Budget		July 2016 Actual
Income						
4001100 · TBID Assessments	829,562	829,562	829,562	829,562	1,735,000	948,126
4001500 · Miscellaneous Income	113	-	113	-	-	96
Carryover from 2016-2017	-	-	-	-	6,906	-
Total Income	829,675	829,562	829,675	829,562	1,741,906	948,222
Expense						
5001000 · Staff Expenses						
5007000 · Wages	31,828	32,545	31,828	32,545	303,832	30,555
5007100 · FICA Expense	1,630	1,725	1,630	1,725	22,478	1,555
5007200 · Unemployment Expense	166	350	166	350	4,202	167
5007400 · Health & Accident Expense	2,609	2,526	2,609	2,526	30,736	2,377
5007500 · Retirement Expense	1,495	1,501	1,495	1,501	20,870	1,143
5007700 · Workers Compensation Expense	140	135	140	135	1,620	133
5007800 · Staff Employment Expense	-	-	-	-	-	50
Total 5001000 · Staff Expenses	37,867	38,782	37,867	38,782	383,738	35,979
5009000 · Administrative Expenses						
5009200 · Computers	1,831	1,750	1,831	1,750	14,462	632
5009300 · Equipment & Repair Expense	369	250	369	250	4,500	261
5009500 · Liability Insurance	1,595	1,750	1,595	1,750	2,300	-
5009600 · Meeting Expenses	460	533	460	533	11,825	438
5009650 · TBID Communications	-	-	-	-	16,600	81
5009700 · Office Supplies	847	988	847	988	3,780	211
5009750 · Postage	143	150	143	150	10,000	1,193
5009800 · Professional Training	1,162	1,500	1,162	1,500	10,500	1,050
5009850 · Legal and Accounting	-	-	-	-	14,750	-
5009900 · Telephone/Wireless Equipment	299	498	299	498	5,976	268
Total 5009000 · Administrative Expenses	6,706	7,419	6,706	7,419	94,693	4,134
5150000 · Marketing Expenses						
5151000 · Advertising	74,991	75,300	74,991	75,300	582,875	83,403
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	13,000	13,000	13,000	13,000	270,000	24,398
5152500 · Printed Materials	-	-	-	-	60,200	2,734
5153000 · Publicity	306	300	306	300	124,750	733
5154000 · Sales Expenses	2,329	2,500	2,329	2,500	135,000	4,034
5155000 · Tradeshow/Conventions	5,719	5,850	5,719	5,850	56,250	1,130
5156000 · Visitor Information Center	-	-	-	-	7,500	9,680
5156500 · Web Site	458	525	458	525	25,900	751
Total 5150000 · Marketing Expenses	96,803	97,475	96,803	97,475	1,263,475	126,863
Total Expense	141,377	143,676	141,377	143,676	1,741,906	166,977
	688,298	685,886	688,298	685,886	0	781,245

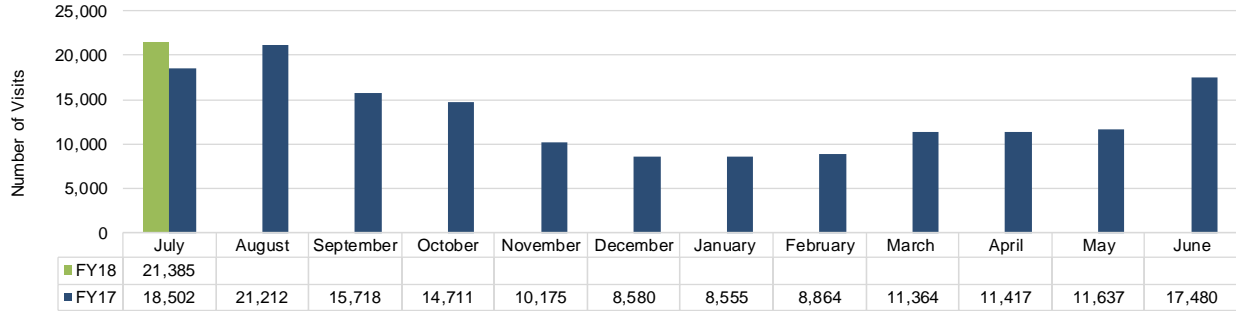
Cash	Current Month	Last Month	Last Year
Unrestricted	695,203	6,906	786,902
Prepaid Revenue	-	829,562	-
Air Service Grant	50,000	-	-
Contract Reserves	-	11,758	53,296
BOD Restricted	50,000	200,000	175,000
Total Cash	795,203	1,048,226	1,015,198



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	3	0	0	0	3	44	7%
Room Nights	6,190	0	-	-	6,190	34,000	18%

VisitBillings.com Visits



SERVICING

Serviced Events	Q1	Q2	Q3	Q4	TYTD
Actual	5	0	0	0	5

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	-2.1	19.6	2.8	22.8	-1.3							6.4

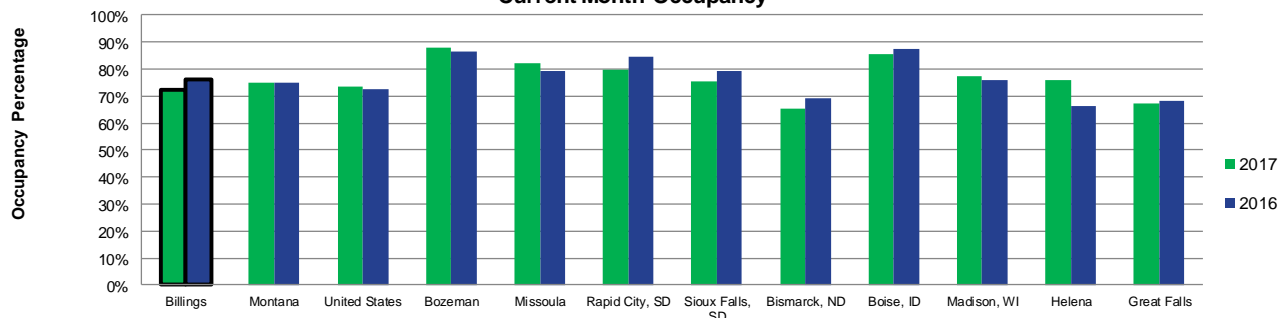
ROOM DEMAND- REPORTED ON CALENDAR YEAR 2016

	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	-8.9	-5.6	-13.4	9.0	1.2	2.3	-8.9	2.8	11.5	1.1	9.7	-3.8	-0.3

YTD OCCUPANCY		
PAST 12 MONTHS		
LOCATION	2017	2016
Billings, MT	58.1%	56.5%
Montana	54.7%	54.1%
United States	65.4%	64.9%
Bozeman, MT	67.1%	66.4%
Missoula, MT	58.6%	58.9%
Rapid City, SD	51.3%	52.8%
Sioux Falls, SD	60.2%	61.6%
Bismarck, ND	67.5%	57.6%
Boise, ID	75.0%	75.6%
Madison, WI	63.0%	64.0%
Helena, MT	61.5%	56.5%
Great Falls, MT	57.7%	56.2%

CURRENT MONTH OCCUPANCY		
June		
LOCATION	2017	2016
Billings, MT	72.2%	76.0%
Montana	75.1%	75.2%
United States	73.4%	72.8%
Bozeman, MT	87.9%	86.7%
Missoula, MT	82.2%	79.2%
Rapid City, SD	79.9%	84.7%
Sioux Falls, SD	75.5%	79.3%
Bismarck, ND	65.3%	69.4%
Boise, ID	85.7%	87.5%
Madison, WI	77.4%	76.1%
Helena, MT	76.1%	66.5%
Great Falls, MT	67.4%	68.4%

Current Month Occupancy



**ACTIVITY REPORT
FY JULY 1, 2017 - JUNE 30, 2018**

BOOKED EVENTS

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Above the Rim 3 on 3 Basketball Tournament	LR	CVB-P	40	Aug-17	SP	TBD	\$ 9,000	Q1
Women Stepping Forward for Ag	LR	CVB-P	150	26 to 28 Sep-17	O	DT	\$ 33,750	Q1
NAIA 2019	LR	CVB-P	6000	13 to 19 Mar 19	CWSP	ALL	\$ 1,350,000	Q1
Q1 BOOKED EVENTS			3			Q1 ROOM NIGHTS		6,190
<u>TOTAL BOOKINGS</u>			<u>TOTAL ROOM NIGHTS</u>			<u>TOTAL ECONOMIC IMPACT</u>		
3			6,190			\$ 377,590		

PENDING BIDS/RFP'S

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
Montana Fire Consortium	LR	CVB	1600	Jun 18,19, 20, 21	O	TBD	\$ 360,000	FY 16-17 Q1
Adventure ELEVATE 2019	NR	CVB-P	550	May/June 2020	O	TBD	\$ 123,750	FY 16-17 Q2
Healthcare Credit Union Leaders	LR	CVB	140	Sep- 18	O	TBD	\$ 31,500	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
Marine Corp League	LR	CVB	2000	Aug-19	O	RHB	\$ 450,000	FY 16-17 Q4



National Guard Officers & Enlisted Assoc	RR	CVB-O	200	20 to 22 Apr-18	O	TBD	\$ 45,000	FY 16-17 Q4
Model T Ford Club National Tour 2019	LR	CVB-P	TBD	2019	O	TBD		FY 17-18 Q1

CANCELLED/ LOST/ UNDETERMIND BUSINESS

NAME	REASON	YEAR	LOST TO

SERVICING/ FACILITATION

NAME	INFORMATION ASSISTANCE <i>i.e. Convention Bags or Materials</i>	ON SITE FACILITATION	CUSTOM SERVICES	DATE	LOCATION	QTR. SERVICED
Ford Retractable	100			7-Aug-17	RLH	Q1
Lewis & Clark	200			21-Jul-17	DT	Q1
Elks Lodge	100			21-Jul-17	DT	Q1
MT Young Professional Summit	110		Booth	28-Jul-17	DT	Q1
MOWW	150			31-Jul-17	NH	Q1
Q1 SERVICED EVENTS	5	Q1 WELCOME ASSISTANCE	560	Q1 ON SITE FACILITATION		-
TOTAL SERVICED	TOTAL INFORMATION ASSISTANCE i.e. Welcome Packets/Materials		TOTAL ON SITE ASSISTANCE			
5	560		0			



SITE TOURS/FAM TOURS/HOSPITALITY

NAME	ROOM NIGHTS	DATE	ACTION	QTR. TOURED
Marine Corp League National Convention 2019	2	9 to 11 Jul- 2017	Site Visit	Q1

MARKETING INITIATIVES/EXPOSURE/PUBLICITY

NAME	REASON/RESULTS
Summer Campaign	Your Ticket to Summer in Billings: regional campaign promoting events and other attractions as reasons to visit Billings this summer. Includes strong social component and weekly giveaways.

EVENTS ATTENDED

NAME	LOCATION	STAFF	REASON
DMAI CDME	Montreal, Quebec	SC	Professional Training
DMAI Annual Convention	Montreal, Quebec	AV	Professional Training
DMA West	Aspen, CO	AT	Professional Training

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 2017-2018
CITY WIDE STR REPORT- BILLINGS ROOM OCCUPANCY
COMPARISON OF VALUE VS. HIGH SEASONS 2005-PRESENT**

