



**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  
September 14th, 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 August 10<sup>th</sup>, 2017 Board Minutes – S. Mann - Page 2.....ACTION
- IV. Approval of August Financial & Variance Reports – M. Stevenson - Pages 3-4.....ACTION
- V. Old Business.....8:40-9:30
  - a. USS Billings Voyage – R. Spence ACTION
  - b. H2B Follow Up – S. Mann/R. Spence
  - c. 2019 Legislative Session Preps – Tourism Matters – A. Tyson.....ACTION
  - d. Research Updates – A. Tyson/A. Voeltz
  - e. Convention Center Conversations – J. Brewer
  - f. TBID Board Transition – A. Tyson
  - g. MLHA/State TBID Meetings – S. Wahrlich
- VI. PACE and Activity Review – A. Tyson – Page 5-6.....9:30-9:35
- VII. Partner Update.....9:35-9:40
  - a. Chamber of Commerce – G. Hart, Board Liaison
- VIII. Board Comments.....9:40
- IX. Adjournment.....ACTION

Managed by the Billings Chamber of Commerce



## BOARD OF DIRECTORS MINUTES – August 10th, 2017

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

**Board Members Absent:**

**Ex-Officio member Present:** Ginny Hart

**Staff Present:** Alex Tyson, John Brewer, Megan Stevenson, Alyson Murnion, Luke Ashmore, Stefan Cattarin

**Others Present:** Joyce Bratland, Best Western Plus Kelly Inn and Suites.

### **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 July 13<sup>th</sup>, 2017 Board Minutes.

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

### **New Business**

New Visit Billings Destination Video – Kelly presented the new Visit Billings video to the Board.

FY18 Leisure Marketing – Aly presented the current and past marketing campaigns for Visit Billings. She discussed her plan for the fall and winter campaigns with the Board.

Visit Billings Application Download – Luke walked the Board through the new Visit Billings App and all of its functions.

International Market Workshop Information – Stefan discussed the upcoming educational workshop for the international market.

Reporting Options – Alyssa presented two options of reporting room demand to the Board. After discussed the Board decided to keep both updated.

H2B Wages – Joyce Bratland, Best Western Plus Kelly Inn & Suites, discussed her concerns on the H2B wages for Billings. She informed the Board of the steps she has taken to get more information on the process and asked for the Boards assistance.

Elections Have Consequences/Scorecard – John presented the Chambers Candidate Scorecard to the Board.

### **Old Business**

Tourism Research Update – Alex updated the Board on the progress of the Visit Billings Research taking place.

Voices of Montana Tourism FY18 Support – Steve asked the Board for financial support of Voices of Montana Tourism.

Request for a motion to support Voices of Montana Tourism in the amount of \$10,000.

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

YKIS Events – Shelli informed the Board on delays for the Grand Opening of YKIS. The Grand Opening Ceremony is set for September 28<sup>th</sup>.

### **Partner Update**

Visit Southeast Montana – Brenda gave an update on the changes taking place at Visit Southeast Montana. She also shared SEMT's "Fresh Tracks" video on hunting with the Board.

Chamber of Commerce – Ginny touched on the importance of the Chambers Candidate Scorecard.

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

Submitted by Alyssa Voeltz



## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of August 31, 2017

Revenue over expenses is \$51,517 over budget

Revenue is \$45,678 over budget from assessments.

- *A total of \$44,550 was received for the balance plus penalties and interest that was outstanding from the previous fiscal year.*

Expenses are \$5,839 under budget.

- Staff Expenses are \$2,115 under budget.
- Administrative Expenses are \$2,398 under budget.
  - Computers is currently under budget \$754 due to timing of expenses.
  - Office Supplies and Postage are under budget \$732.
  - Legal & Accounting is under budget \$550 due to timing of receiving bill from Eide Bailly for the quarterly assessment report.
- Marketing Expenses are \$1,326 under budget from the following:
  - Advertising is over budget \$1,270
  - Sales Expense is under budget \$1,496 from instate sales and sales missions.
  - Printed Materials and Publicity are under budget \$562.



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

	CURRENT MONTH		YEAR TO DATE		2017-18 Annual Budget	LAST YEAR
	Actual	Budget	Aug 2017 Actual	Aug 2017 Budget		Aug 2016 Actual
<b>Income</b>						
4001100 · TBID Assessments	148,887	103,438	978,449	933,000	1,735,000	948,704
4001500 · Miscellaneous Income	117	-	230	-	-	191
Carryover from 2016-2017	-	-	-	-	6,906	32,000
<b>Total Income</b>	<b>149,003</b>	<b>103,438</b>	<b>978,678</b>	<b>933,000</b>	<b>1,741,906</b>	<b>980,895</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	21,600	22,545	53,428	55,090	303,832	52,122
5007100 · FICA Expense	1,612	1,725	3,242	3,450	22,478	3,170
5007200 · Unemployment Expense	146	350	312	700	4,202	324
5007400 · Health & Accident Expense	2,618	2,526	5,228	5,052	30,736	4,754
5007500 · Retirement Expense	1,265	1,301	2,760	2,802	20,870	2,408
5007700 · Workers Compensation Expense	140	135	280	270	1,620	265
5007800 · Staff Employment Expense	-	-	-	-	-	50
<b>Total 5001000 · Staff Expenses</b>	<b>27,381</b>	<b>28,582</b>	<b>65,249</b>	<b>67,364</b>	<b>383,738</b>	<b>63,093</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	1,564	2,399	3,395	4,149	14,462	877
5009300 · Equipment & Repair Expense	289	250	658	500	4,500	512
5009500 · Liability Insurance	-	-	1,595	1,750	2,300	1,595
5009600 · Meeting Expenses	630	648	1,090	1,181	11,825	1,553
5009650 · TBID Communications	121	100	121	100	16,600	81
5009700 · Office Supplies	0	208	847	1,196	3,780	1,193
5009750 · Postage	1,113	1,490	1,256	1,640	10,000	1,523
5009800 · Professional Training	3,734	3,500	4,895	5,000	10,500	1,171
5009850 · Legal and Accounting	-	550	-	550	14,750	-
5009900 · Telephone/Wireless Equipment	508	498	806	996	5,976	682
<b>Total 5009000 · Administrative Expenses</b>	<b>7,958</b>	<b>9,643</b>	<b>14,664</b>	<b>17,062</b>	<b>94,693</b>	<b>9,187</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	62,157	60,578	137,148	135,878	582,875	116,915
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	15,425	15,500	28,425	28,500	270,000	77,157
5152500 · Printed Materials	3,433	3,700	3,433	3,700	60,200	5,054
5153000 · Publicity	32,900	33,200	33,205	33,500	124,750	11,114
5154000 · Sales Expenses	4,104	5,430	6,434	7,930	135,000	17,102
5155000 · Tradeshows/Conventions	7,740	7,800	13,459	13,650	56,250	15,098
5156000 · Visitor Information Center	179	200	179	200	7,500	10,025
5156500 · Web Site	1,315	1,500	1,774	2,025	25,900	2,922
<b>Total 5150000 · Marketing Expenses</b>	<b>127,253</b>	<b>127,908</b>	<b>224,057</b>	<b>225,383</b>	<b>1,263,475</b>	<b>255,387</b>
<b>Total Expense</b>	<b>162,592</b>	<b>166,133</b>	<b>303,969</b>	<b>309,809</b>	<b>1,741,906</b>	<b>327,667</b>
	<b>(13,589)</b>	<b>(62,695)</b>	<b>674,709</b>	<b>623,191</b>	<b>0</b>	<b>653,228</b>
<b>NAIA Tournament</b>						
	<b>Month</b>		<b>YTD</b>			
NAIA Tournament Revenue	4,402		4,402			
NAIA Tournament Expense	369		369			
<b>Total NAIA Tournament</b>	<b>4,033</b>		<b>4,033</b>			

Cash	Current Month	Last Month	Last Year
Unrestricted	681,614	695,203	685,181
NAIA Tournament	4,033	-	-
Air Service Grant	50,000	50,000	-
Contract Reserves	-	-	-
BOD Restricted	50,000	50,000	175,000
<b>Total Cash</b>	<b>785,648</b>	<b>795,203</b>	<b>860,181</b>





**VISIT BILLINGS PACE REPORT  
JULY 1, 2017 - JUNE 30, 2018**

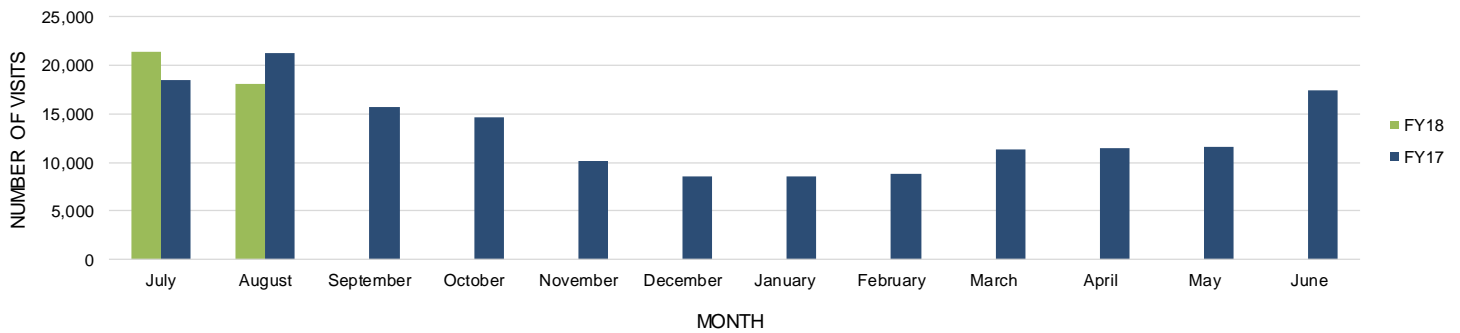
**BOOKINGS**

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	4	0	0	0	4	44	9%
Room Nights	8,190	0	0	0	8,190	34,000	24%

**WEBSITE TRAFFIC**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	
Actual	21,385	18,097	0	0	0	0	0	0	0	0	0	0	39,482

**VisitBillings.com Visits**



**VISITOR SERVICES**

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	5	0	0	0	5
Visitor Packets	1,071	0	0	0	1,071

**AVIATION PASSENGERS**

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	43,850	0	0	0	43,850
Total Enplanements	43,723	0	0	0	43,723

**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

**Percent Change**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
2017	0	0	0	0	0	0	0	0	0	0	0	0	3%
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	-5.8						6.4
2016	0	0	0	0	0	0	0	0	0	0	0	0	3%
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	-8.9	-5.6	19.6	9.0	1.2	2.3	-8.9	2.8	11.5	1.1	9.7	-3.8	2.5

**Number of Rooms Sold**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
2017	54,284	64,884	86,507	88,418	110,170	104,830	102,436						87,361
2016	56,303	66,718	72,343	86,123	90,346	106,196	108,940	111,999	100,470	85,908	65,834	57,172	84,029

## OCCUPANCY REPORT

YTD OCCUPANCY PAST 12 MONTHS		
LOCATION	2017	2016
Billings, MT	59.6%	59.3%
Montana	58.5%	58.1%
United States	66.6%	66.3%
Bozeman, MT	70.4%	70.1%
Missoula, MT	63.2%	62.9%
Rapid City, SD	56.1%	57.9%
Sioux Falls, SD	61.7%	64.3%
Bismarck, ND	67.1%	59.1%
Boise, ID	74.9%	76.5%
Madison, WI	64.3%	65.9%
Helena, MT	63.5%	59.1%
Great Falls, MT	60.2%	58.7%

CURRENT MONTH OCCUPANCY JULY		
LOCATION	2017	2016
Billings, MT	68.3%	75.3%
Montana	79.8%	80.6%
United States	73.8%	74.2%
Bozeman, MT	88.5%	91.6%
Missoula, MT	90.6%	86.0%
Rapid City, SD	83.4%	87.3%
Sioux Falls, SD	70.3%	80.4%
Bismarck, ND	64.8%	67.4%
Boise, ID	80.4%	83.8%
Madison, WI	71.7%	76.9%
Helena, MT	75.4%	74.0%
Great Falls, MT	75.0%	73.7%

**Current Month Occupancy**

