



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
MONTHLY BOARD MEETING
October 12, 2017

BILLINGS CHAMBER BOARD ROOM – 8:30 AM

Other than the meeting start 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, Chairman...8:30
II. Public Comment – Comments Offered Regarding Items Not Included on the Agenda
(Comments limited to three (3) minutes per speaker)
III. Election of Officers – R. Spence...ACTION
IV. Approval of September 14, 2017 Board Minutes – R. Spence – Page 2... ACTION
V. Approval of September Financial & Variance Reports – M. Stevenson/A. Tyson – Page 3-4... ACTION
VI. New Business – R. Spence/A. Tyson... 8:50-9:30
a. Bylaws Review – Refer to TBID Board Binder...ACTION
b. Policy Review – Refer to TBID Board Binder... ACTION
VII. Old Business... 9:30-9:50
a. American Airlines DFW/BIL Grant Marketing – K. McCandless
b. Small Community Air Service Grant Marketing Accounting – M. Stevenson/K. McCandless... ACTION
c. BIL Air Service Update – J. Brewer
VIII. PACE and Activity Report Review – A. Tyson/VB Team – Page 5-11...9:50-10:05
IX. Partner Update...10:05-10:10
a. Chamber of Commerce – G. Hart, Board Liaison
X. Board Comments...10:10-10:15
XI. Adjournment – R. Spence... ACTION

Next TBID Board Meeting: Thursday, November 9, 2017

VISIT BILLINGS

Managed by the Billings Chamber of Commerce



## BOARD OF DIRECTORS MINUTES – September 14, 2017

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

**Board Members Absent:** LaRell Baldwin

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

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

**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**

Shelli extended an invitation to the opening of the Yellowstone Kelly Interpretive Site on September 28<sup>th</sup>.

### **Approval of Board Minutes**

Request for a motion to approve the August, 10<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 August Financial and Variance Reports.

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

### **Old Business**

USS Billings Voyage – Ron provided details on the crew of USS Billings' visit to the city. An invitation was extended for representation at the commissioning. The TBID and Visit Billings will continue work on this as it develops; tabled until January.

H2B Follow Up – Ron and Joyce provided more details on the H2B survey results.

2019 Legislative Session Preps – Tourism Matters – Alex gave an update on Tourism Matters including previous years and moving forward. Alex prompted discussion about moving forward with TBID dollars to help fund Tourism Matters.

MOTION: Ron motioned to allot 2500 dollars for funding; Art seconded; Motion carried

Research Updates – Victus was confirmed to work on the Sports Feasibility Study. Destination Analysts will continue their survey at upcoming sporting events.

Convention Center – John discussed proposed ideas on a new convention center and parking garage. The ongoing discussion regarding One Big Sky Center was also mentioned.

TBID Board Transition – Alex recognized Shelli and LaRell's work on the board. She also provided a reminder about the official on-boarding for the new TBID on October 5<sup>th</sup>, 2017.

MLHA/State TBID Meetings – Steve discussed the state TBID meetings, and asked the rest of the board if they had any needs they wanted discussed at the upcoming meeting.

### **Pace & Activity Review**

Alex updated the board on the Pace and Activity Report. NAIA sponsorships for the upcoming tournament were also discussed.

### **Partner Update**

Chamber of Commerce – Ginny shared the Chamber's positive reaction to the new tourism video.

### **Board Comments**

Future basketball tournaments and Coulson Park were discussed. Steve provided insight on the STAR reports fluctuation.

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

Submitted by Luke Ashmore



## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of September, 30 2017

Revenue over expenses is \$54,965 over budget

Revenue is \$45,793 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 \$9,171 under budget.

- Staff Expenses are \$3,737 under budget from anticipated staffing changes.
- Administrative Expenses are \$2,162 under budget.
  - Computers and Equipment is over budget \$430.
  - Meetings is under budget \$578.
  - Office Supplies and Postage are under budget \$852.
  - Legal & Accounting is under budget \$550 due to timing of receiving bill from Eide Bailly for the quarterly assessment report.
- Marketing Expenses are \$3,273 under budget from the following:
  - Advertising is over budget \$2,989 from the AD Retainer.
  - Opportunity is under budget \$2,575 from general opportunity.
  - Printed Materials is under budget \$509 from promotional materials.
  - Publicity is under budget \$584 for in room gifts.
  - Sales Expense is under budget \$2,472 from instate sales and sales missions.

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

	CURRENT MONTH		YEAR TO DATE		LAST YEAR	
	Actual	Budget	Sept 2017	Sept 2017	2017-18 Annual	Sept 2016
			Actual	Budget	Budget	Actual
<b>Income</b>						
4001100 · TBID Assessments	-	-	978,449	933,000	1,735,000	948,704
4001500 · Miscellaneous Income	115	-	345	-	-	288
Carryover from 2016-2017	-	-	-	-	6,906	63,953
<b>Total Income</b>	<b>115</b>	<b>0</b>	<b>978,793</b>	<b>933,000</b>	<b>1,741,906</b>	<b>1,012,945</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	34,388	35,706	87,815	90,796	303,832	83,591
5007100 · FICA Expense	2,590	2,732	5,832	6,182	22,478	5,682
5007200 · Unemployment Expense	156	350	468	1,050	4,202	491
5007400 · Health & Accident Expense	2,625	2,526	7,852	7,578	30,736	7,131
5007500 · Retirement Expense	2,428	2,500	5,188	5,302	20,870	4,418
5007700 · Workers Compensation Expense	140	135	420	405	1,620	410
5007800 · Staff Employment Expense	-	-	-	-	-	50
<b>Total 5001000 · Staff Expenses</b>	<b>42,327</b>	<b>43,949</b>	<b>107,576</b>	<b>111,313</b>	<b>383,738</b>	<b>101,772</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	1,197	250	4,591	4,399	14,462	2,380
5009300 · Equipment & Repair Expense	329	250	987	750	4,500	736
5009500 · Liability Insurance	-	-	1,595	1,750	2,300	1,595
5009600 · Meeting Expenses	1,124	1,611	2,214	2,792	11,825	2,715
5009650 · TBID Communications	3,568	3,600	3,689	3,700	16,600	81
5009700 · Office Supplies	1	208	848	1,404	3,780	1,513
5009750 · Postage	982	895	2,239	2,535	10,000	1,748
5009800 · Professional Training	831	1,000	5,726	6,000	10,500	1,171
5009850 · Legal and Accounting	-	-	-	550	14,750	-
5009900 · Telephone/Wireless Equipment	516	498	1,323	1,494	5,976	1,232
<b>Total 5009000 · Administrative Expenses</b>	<b>8,548</b>	<b>8,312</b>	<b>23,212</b>	<b>25,374</b>	<b>94,693</b>	<b>13,169</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	71,307	69,588	208,455	205,466	582,875	169,747
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	-	2,500	28,425	31,000	270,000	234,757
5152500 · Printed Materials	5,533	5,775	8,966	9,475	60,200	6,882
5153000 · Publicity	4,110	4,400	37,316	37,900	124,750	12,790
5154000 · Sales Expenses	954	1,930	7,388	9,860	135,000	19,405
5155000 · Tradeshows/Conventions	1,513	1,555	14,972	15,205	56,250	15,528
5156000 · Visitor Information Center	-	-	179	200	7,500	14,065
5156500 · Web Site	3,760	3,375	5,534	5,400	25,900	5,395
<b>Total 5150000 · Marketing Expenses</b>	<b>87,177</b>	<b>89,123</b>	<b>311,233</b>	<b>314,506</b>	<b>1,263,475</b>	<b>478,569</b>
<b>Total Expense</b>	<b>138,052</b>	<b>141,384</b>	<b>442,021</b>	<b>451,192</b>	<b>1,741,906</b>	<b>593,510</b>
	<b>(137,936)</b>	<b>(141,384)</b>	<b>536,772</b>	<b>481,808</b>	<b>0</b>	<b>419,435</b>

\*\* Increase in TBID Assessments due to receiving outstanding assessments from prior fiscal year.

	Month	YTD
<b>NAIA Tournament</b>		
NAIA Tournament Revenue	-	4,402
NAIA Tournament Expense	-	369
<b>Total NAIA Tournament</b>	<b>-</b>	<b>4,033</b>
<b>MTOTBD Air Service Grant:</b>		
Air Service Grant Revenue	-	50,000
Air Service Grant Expense	50,000	50,000
<b>Total NAIA Tournament</b>	<b>(50,000)</b>	<b>-</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	543,678	681,614	419,435
NAIA Tournament	4,033	4,033	-
Air Service Grant	-	50,000	-
Contract Reserves	-	-	-
BOD Restricted	50,000	50,000	175,000
<b>Total Cash</b>	<b>597,712</b>	<b>785,648</b>	<b>594,435</b>





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

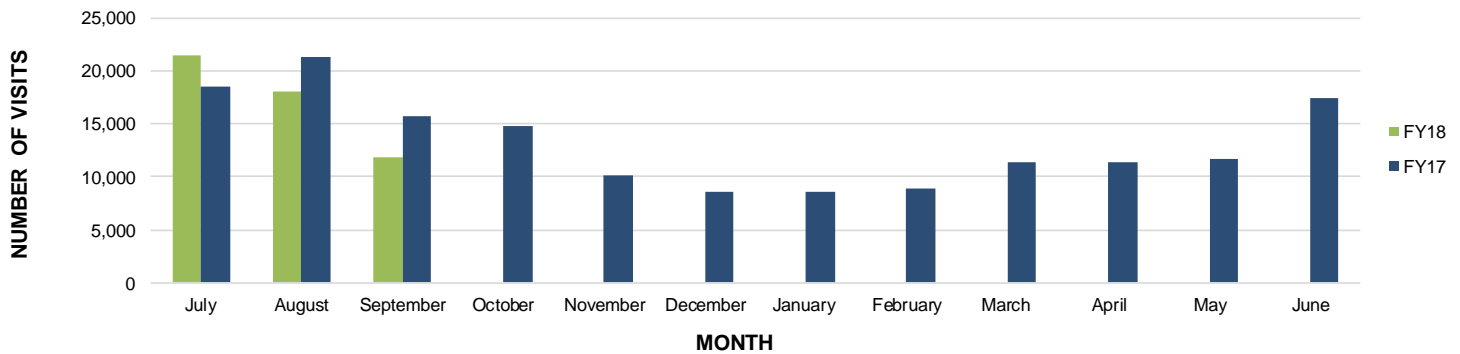
**BOOKINGS**

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	4	0	0	0	4	44	9%
Room Nights	8,290	0	0	0	8,290	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	11,766	0	0	0	0	0	0	0	0	0	51,248

**VisitBillings.com Visits**



**VISITOR SERVICES**

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	10	0	0	0	10
Visitor Packets	1,352	0	0	0	1,352

**AVIATION PASSENGERS**

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	87,646	0	0	0	87,646
Total Enplanements	88,402	0	0	0	88,402

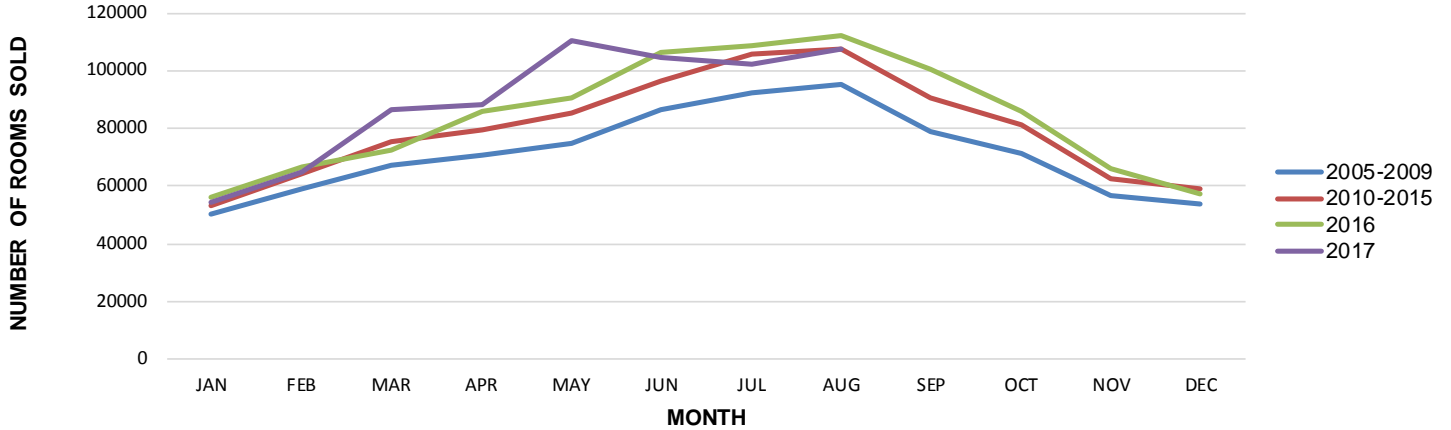
**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

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	-4.1					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**

2017	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	54,284	64,884	86,507	88,418	110,170	104,805	102,391	107,381					87,361
2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	56,110	66,281	72,303	86,042	89,746	106,241	108,727	111,970	100,470	85,908	65,834	57,172	84,029

**BILLINGS ROOM DEMAND  
2005-PRESENT**



**OCCUPANCY REPORT**

YTD OCCUPANCY PAST 12 MONTHS				CURRENT MONTH OCCUPANCY AUGUST			
LOCATION	2017	2016		LOCATION	2017	2016	
Billings, MT	61.1%	61.5%		Billings, MT	71.6%	76.1%	
Montana	61.4%	61.0%		Montana	81.0%	79.4%	
United States	67.1%	66.8%		United States	70.7%	70.1%	
Bozeman, MT	72.7%	72.7%		Bozeman, MT	88.6%	90.3%	
Missoula, MT	67.1%	65.7%		Missoula, MT	93.8%	84.9%	
Rapid City, SD	59.4%	60.5%		Rapid City, SD	81.5%	78.7%	
Sioux Falls, SD	62.9%	65.7%		Sioux Falls, SD	70.8%	75.2%	
Bismarck, ND	66.6%	61.1%		Bismarck, ND	63.8%	75.3%	
Boise, ID	76.0%	77.9%		Boise, ID	83.6%	86.9%	
Madison, WI	65.7%	67.4%		Madison, WI	75.3%	78.2%	
Helena, MT	65.4%	60.4%		Helena, MT	78.6%	69.7%	
Great Falls, MT	62.2%	60.5%		Great Falls, MT	75.2%	73.5%	

**Current Month Occupancy**

