



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
December 14th, 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)
o Introduction of Special Guest: Mr. Jeff Ewelt
o Acknowledgement - Appreciation of Service
o Upcoming Events: Celebrate Mayor Tom Hanel
III. Approval of November Board Meeting Minutes – R. Spence – Page 2-3.....ACTION
IV. Approval of November Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-6.....ACTION
V. FY17 Audit Review and Form 990 – M. Stevenson.....ACTION
a. Guests: Summers, McNea & Co., P.C.
VI. Old Business.....8:50-10:00
a. Air Service Expansion – J. Brewer
b. Hammes Company Visit/OBSC – J. Brewer
c. Leisure Marketing Presentation – A. Murnion
d. Group/M/C Sales Recruitment Update – S. Cattarin
e. Tourism Partner Collaboration – R. Spence/A. Tyson
f. Little Big Horn Battlefield Proposed Changes – A. Tyson
VII. Staff Updates.....10:00-10:15
a. A. Voeltz – Smith Travel Research, 2017 Mailers, Volunteer Appreciation
b. A. Tyson – NAIA, Sports Facility, Quiq, RFP Update
VIII. Partner Update.....10:15-10:20
a. Chamber of Commerce – G. Hart, Chamber/TBID Board Liaison
IX. Board Comments.....10:20-10:30
X. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: January 11, 2018 - Will include a shortened agenda with extended work session



Managed by the Billings Chamber

BOARD OF DIRECTORS MINUTES – November 9, 2017

Board Members Present: Ron Spence, Brian Arneson, Shelli Mann, Steve Wahrlich (via phone), Joe Studiner, and George Maragos

Board Members Absent: Art Westwood

Ex-Officio Member Present: Ginny Hart

Staff Present: Alex Tyson, Megan Stevenson, Dan Brooks, Alyson Murnion, Stefan Cattarin

Others Present: Joyce Bratland, BW Kelly Inn & Suites

Call to Order

Ron called the meeting to order at 8:30 a.m.

Public Comment

No Public Comment

Election of Officers

Joe made a motion to accept the officers as listed previously; George seconded; motion carried.

Approval of Board Minutes

Shelli made a motion to accept the October board minutes; Steve seconded; motion carried.

Approval of Financial & Variance Reports

Joe made a motion to accept the October Financial & Variance Reports; Art seconded; motion carried.

New Business

Engaging tourism partners – Ron provided information on looking into engaging other tourism partners (tavern association and possible restaurants) within the city. Ron and Alex will schedule a meeting with the Tavern Association's executive committee to possibly partner with future possible events. Alex will research the optional pay-in program Whitefish currently has to help offset their CVB dollars.

Board Strategy Session - Alex provided information regarding the quarterly strategy session. These meetings will allow the board to strategize and work on more issues beyond the monthly board meeting. Business will be the usual first 15 minutes and then the remaining time will be used to discuss and analyze issues. January 2018 will be the first strategic session meeting.

Old Business

MT Legislative Update/Special Session - Dan provided an update on the upcoming legislative special session and the potential 3% increase to lodging tax. Concerns were shared that is the 3% were to occur, Montana would be the second highest with a 10% lodging facility tax and 14% for resort taxes. Steve made a motion to support the MLHA initiative with a temporary 1% percent that would end at the end of calendar year 2019 and also supports the collection of occupancy taxes on Air BNB unites; George seconded; motion carried.

With the new city officials entering into their term, the Board decided that similar to the breakfast hosted in November with the legislative representatives they would like the opportunity to share what the TBID is about. Dan will work to schedule a meeting in early December.

Bylaw Language Review - Alex presented the bylaws adjustments as discussed. Shelli motioned to accept the bylaws as presented; Brian seconded; motion carried.

Board policy review - Alex presented the board policy adjustments as discussed. Alex will continue to work on language for the tradeshow policy for board member participation (airfare & accommodations).

Sports Facility Feasibility Study Update – Alex provided an update on the Victus Sports Feasibility Study and the tentative schedule for their upcoming meetings next week. A preliminary report is anticipated from them late December with the full study that will be shared with the public and stakeholders in late January to mid-February.

Convention Center Study Information – John updated the board that the consulting firm, HVS has been engaged, to update the last convention center study with more accurate numbers as it was two year old. Concerns were voiced with the



Missoula City Council unanimously approving/endorsing a convention center in the heart of their downtown, Billings will need to improve determine how they can move forward to compete.

Pace & Activity Review

Aly provided information on the Gateway Microsite, Winter Campaign and American Airlines marketing strategy at the Dallas Mavericks basketball game. Stefan updated the board on his fall tour for recent sales and tradeshow trips. Stefan noted that the TBID is looking to jump back into the American Bus Association but asked the board what properties are willing to look at rate drops during the peak summer season for these charter markets. Alex briefed the board on the upcoming NAIA tournament: Wells Fargo will be the title sponsor again, tickets will go on sale the last week of November and prices were increased, advertising will start in January, and staff are working on the Champions of Character component as well as getting the business engagement pieces in place. Alex provided an update on the Ad Agency RFP process and that document will be made public next week.

Partner Update

Chamber of Commerce – Ginny updated the board on the Chamber’s successful Elections Matter campaign and how the city can hopefully move forward with those newly elected positions.

Motion was made to adjourn the meeting; motion seconded; meeting adjourned at 10:18 a.m.

Submitted by Megan Stevenson



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of November 30, 2017

Revenue over expenses is \$58,524 over budget

Revenue is \$46,005 over budget from assessments and interest income.

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

Expenses are \$12,520 under budget.

- Staff Expenses are \$12,101 under budget from anticipated staffing changes.
- Administrative Expenses are \$2,124 under budget.
 - Computers and Equipment is over budget \$608.
 - Meetings is under budget \$524.
 - Office Supplies and Postage are under budget \$1,538.
 - Professional Training is \$471 under budget.
- Marketing Expenses are \$1,705 over budget from the following:
 - Advertising is over budget \$10,410 from Leisure Regional advertising, Google SEO and TBID's portion of the agency advertising retainer.
 - Opportunity is under budget \$3,728 from general opportunity due to timing of how budget is spread.
 - Printed Materials is under budget \$487 from promotional materials.
 - Publicity is under budget \$1,297 for in room gifts and the TTA fall program.
 - Sales Expense is under budget \$1,789 from instate sales and sales missions.
 - Tradeshows is under budget \$164 due to anticipated travel/registrations expenses.
 - Website is \$1,267 under budget due to timing of when work is performed and necessary.



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

	CURRENT MONTH		YEAR TO DATE		2017-18 Annual Budget	LAST YEAR
	Actual	Budget	Nov 2017	Nov 2017		Nov 2016
			Actual	Budget		Actual
Income						
4001100 · TBID Assessments	-	-	978,449	933,000	1,735,000	948,704
4001500 · Miscellaneous Income	104	-	556	-	-	471
Carryover from 2016-2017	-	-	-	-	6,906	63,953
Total Income	104	0	979,005	933,000	1,741,906	1,013,128
Expense						
5001000 · Staff Expenses						
5007000 · Wages	20,767	24,792	130,426	140,394	303,832	126,025
5007100 · FICA Expense	1,548	1,897	9,011	9,976	22,478	9,092
5007200 · Unemployment Expense	47	350	579	1,750	4,202	707
5007400 · Health & Accident Expense	2,659	2,538	13,179	12,654	30,736	12,417
5007500 · Retirement Expense	1,706	1,736	8,441	8,995	20,870	7,291
5007700 · Workers Compensation Expense	140	135	705	675	1,620	700
5007800 · Staff Employment Expense	-	-	-	-	-	50
Total 5001000 · Staff Expenses	26,867	31,448	162,342	174,444	383,738	156,281
5009000 · Administrative Expenses						
5009200 · Computers	245	250	5,468	5,199	14,462	2,870
5009300 · Equipment & Repair Expense	1,720	1,750	3,089	2,750	4,500	1,276
5009500 · Liability Insurance	500	550	2,095	2,300	2,300	2,095
5009600 · Meeting Expenses	487	898	4,113	4,638	11,825	6,578
5009650 · TBID Communications	776	800	4,465	4,500	16,600	6,081
5009700 · Office Supplies	423	208	1,894	2,320	3,780	2,692
5009750 · Postage	655	895	3,213	4,325	10,000	1,881
5009800 · Professional Training	-	-	6,529	7,000	10,500	1,171
5009850 · Legal and Accounting	158	-	1,258	1,100	14,750	75
5009900 · Telephone/Wireless Equipment	371	498	2,374	2,490	5,976	2,094
Total 5009000 · Administrative Expenses	5,336	5,849	34,498	36,622	94,693	26,813
5150000 · Marketing Expenses						
5151000 · Advertising	120,831	112,209	353,249	342,839	582,875	265,916
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	16,847	13,500	43,272	47,000	270,000	269,807
5152500 · Printed Materials	36	-	11,638	12,125	60,200	17,147
5153000 · Publicity	355	700	46,553	47,850	124,750	17,850
5154000 · Sales Expenses	18,390	17,730	30,231	32,020	135,000	20,011
5155000 · Tradeshows/Conventions	11,634	11,400	28,291	28,455	56,250	22,804
5156000 · Visitor Information Center	63	-	377	350	7,500	14,265
5156500 · Web Site	295	1,250	6,633	7,900	25,900	6,669
Total 5150000 · Marketing Expenses	168,452	156,789	520,244	518,539	1,263,475	634,469



Total Expense	<u>200,655</u>	<u>194,086</u>	<u>717,084</u>	<u>729,604</u>	<u>1,741,906</u>	<u>817,563</u>
	<u>(200,551)</u>	<u>(194,086)</u>	<u>261,920</u>	<u>203,396</u>	<u>0</u>	<u>195,565</u>

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

	Month	YTD
NAIA Tournament		
NAIA Tournament Revenue	-	5,902
NAIA Tournament Expense	-	2,369
Total NAIA Tournament	<u>-</u>	<u>3,533</u>
MTOTBD Air Service Grant:		
Air Service Grant Revenue	-	50,000
Air Service Grant Expense	-	50,000
Total NAIA Tournament	<u>-</u>	<u>-</u>

Cash	Current Month	Last Month	Last Year
Unrestricted	268,826	469,377	195,565
NAIA Tournament	3,533	3,533	-
Air Service Grant	-	-	-
Contract Reserves	-	-	-
BOD Restricted	50,000	50,000	175,000
Total Cash	<u>322,360</u>	<u>522,910</u>	<u>370,565</u>





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

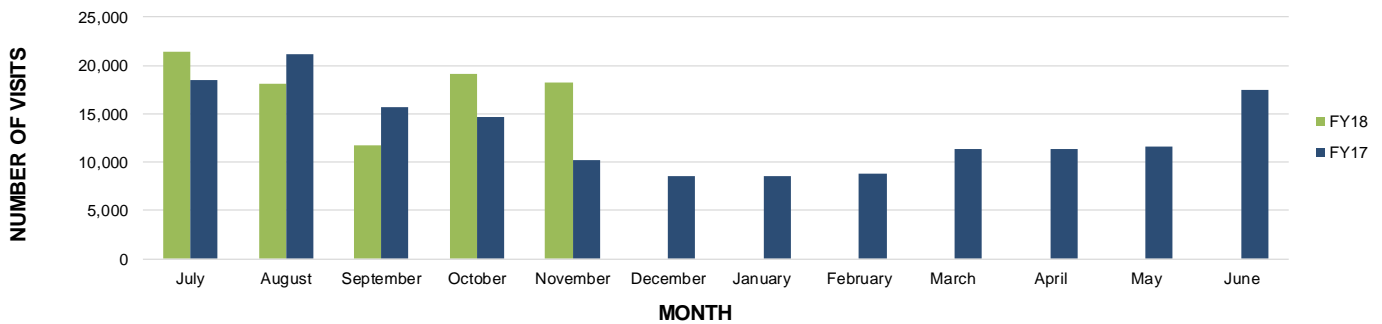
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	4	10	0	0	14	44	32%
Room Nights	8,290	4438	0	0	12,728	34,000	37%

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	19,158	18,186	0	0	0	0	0	0	0	88,592

VisitBillings.com Visits



*Does not include Winter-in-Montana.com visits

VISITOR SERVICES

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	10	2	0	0	12
Visitor Packets	1,352	684	0	0	2,036

AVIATION PASSENGERS

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	122,354	35,212	0	0	157,566
Total Enplanements	123,964	35,349	0	0	159,313

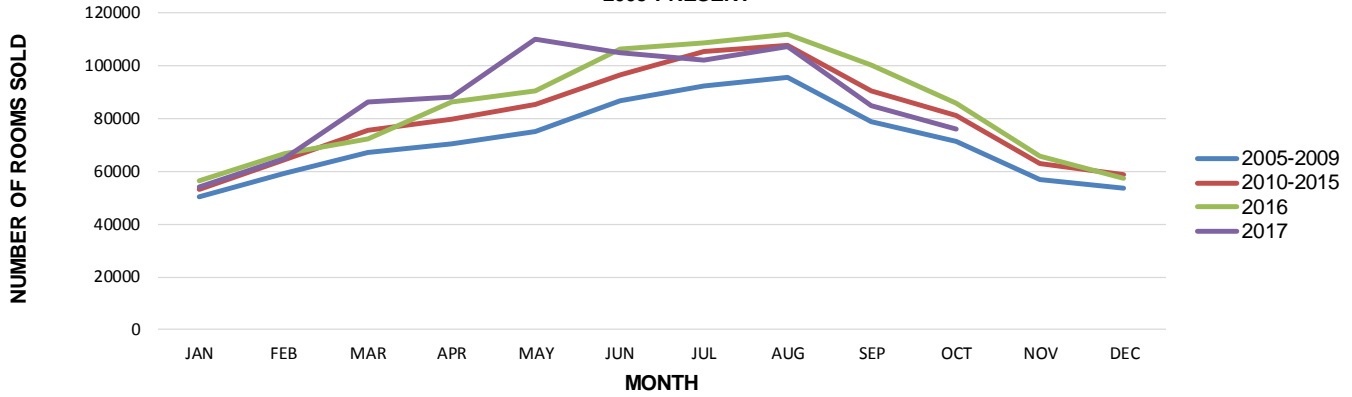
ROOM DEMAND- REPORTED ON CALENDAR YEAR

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	-1.4	-5.8	-4.2	-15.3	-11.6			0.2
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	85,143	75,882			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			
LOCATION	2017	2016	
Billings, MT	59.8%	62.1%	
Montana	64.5%	61.9%	
United States	67.6%	67.1%	
Bozeman, MT	73.2%	73.9%	
Missoula, MT	68.2%	66.5%	
Rapid City, SD	60.9%	62.4%	
Sioux Falls, SD	63.2%	66.1%	
Bismarck, ND	65.2%	65.3%	
Boise, ID	75.7%	78.5%	
Madison, WI	67.3%	69.3%	
Helena, MT	65.3%	61.8%	
Great Falls, MT	61.2%	60.6%	

CURRENT MONTH OCCUPANCY October			
LOCATION	2017	2016	
Billings, MT	50.6%	58.4%	
Montana	54.1%	57.8%	
United States	69.6%	68.4%	
Bozeman, MT	66.9%	69.4%	
Missoula, MT	65.0%	63.8%	
Rapid City, SD	56.2%	58.7%	
Sioux Falls, SD	60.7%	65.1%	
Bismarck, ND	56.6%	81.7%	
Boise, ID	71.9%	78.7%	
Madison, WI	74.2%	78.3%	
Helena, MT	60.0%	65.1%	
Great Falls, MT	53.1%	56.0%	

Current Month Occupancy

