



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**

January 11th, 2018

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)
 - a. 2018 Chamber of Commerce Ag Appreciation Banquet – Jessica Hart, Chamber Events Manager
- III. Approval of December Board Meeting Minutes – R. Spence – Pages 3-4.....ACTION
- IV. Approval of December Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 5-7.....ACTION
- V. PACE/Activity Report – A. Tyson – Pages 8-17.....8:40-8:45
- VI. Partner Update.....8:45-8:50
 - a. Chamber of Commerce – G. Hart, Chamber Board/TBID Board Liaison
- VII. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: February, 8th 2018



Managed by the Billings Chamber



**TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
TBID Board Work Session
Community Projects: Information & Discussion*
January 11th, 2018
BILLINGS CHAMBER BOARD ROOM – 8:55 AM**

The purpose of this TBID Board Work Session is for TBID Board Members and Visit Billings staff to be formally introduced to community projects currently being discussed for Billings.

**There will be no action taken during this meeting. This is an informative session only.*

This session will be informative leading to:

- *Quality TBID Board conversations for the future of Billings as a tourism destination;*
- *Offering momentum for formal TBID Board and Visit Billings staff discussions moving forward for Visit Billings as a tourism management and marketing organization;*
- *Strengthening the organization’s position in the community.*

| | | |
|------|---|-------------|
| I. | Montana's Trailhead: A Tourism Destination - R. Spence/A. Tyson..... | 8:55-9:00 |
| II. | Hammes Company – Project: Former One Big Sky Center | 9:00-9:55 |
| | a. Introductions | |
| | b. Presentation by guests | |
| | c. Questions/comments | |
| III. | Inner Circle – Project: Radisson Revitalization Planning | 10:00-10:55 |
| | a. Introductions | |
| | b. Presentation by guests | |
| | c. Questions/comments | |
| IV. | Session Break | 10:55-11:10 |
| | a. Box lunches available | |
| V. | Board Discussion & Next Steps | 11:10-Noon |



BOARD OF DIRECTORS
MINUTES –December 14, 2017

Board Members Present: Ron Spence, Brian Arneson, Shelli Mann, Art Westwood, Joe Studiner, and George Maragos

Board Members Absent: Steve Wahrlich

Ex-Officio Member Present: Ginny Hart

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

Others Present: Joyce Bratland, BW Kelly Inn & Suites

Call to Order

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

Public Comment

Introduction of Special Guest: Mr. Jeff Ewelt. Jeff informed the Board that he wants to help be their voice in Southeast Montana and TAC.

Acknowledgement - Appreciation of Service for Art Westwood.

Upcoming Events: Celebrate Mayor Tom Hanel on December 28th from 4:30 - 6:30

Approval of Board Minutes

Request for a motion to approve the November 10th, 2017 Board Minutes.

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

Approval of Financial & Variance Reports

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

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

FY17 Audit Review and Form 990

Request for a motion to approve the FY17 Audit Review and Form 990.

MOTION: Joe motioned to approve the audit and Form 990; Brian seconded; Motion carried.

Old Business

Air Service Expansion – John updated the Board on the meeting with American Airlines. He explained we will have to pay American Airlines for the second quarter. He also discussed other new flight possibilities including a non-stop flight to San Francisco. He asked the Board for a letter supporting the flight.

Request for a motion for the TBID Board to write a letter of support for a non-stop San Francisco flight.

MOTION: Shelli motioned to write a letter of support; George seconded; Motion carried.

Hammes Company Visit/OBSC – John discussed the positive outcome of Hammes Company's presentation to City Council with the Board. He asked if they would be listed on the Development Term Sheet as a public supporter and if they would contribute to the new HVC Convention Center study.

Request for a motion to list TBID as a supporter of the Development Term Sheet.

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

Request for a motion to support a new HVC study in the amount of \$7,500. .

MOTION: Art motioned to approve financial support of \$7,500; Shelli seconded; Motion carried.

Leisure Marketing Presentation – Aly presentation a marketing updated to the Board. She covered Visit Billings placements in Distinctly Montana, Horizon Travel, and showed the ads during the Dallas Mavericks game. Aly walked through the success of the Brandpoint "5 Reasons to Take a Snowcation" and its huge success.

Group/M/C Sales Recruitment Update – Alex updated the Board on Stefan's most recent travels to MSAE, Connect in Washington, and American Golf.

Tourism Partner Collaboration – Alex informed the Board of the progress made with MTA Restaurants. She asked the Board to provide her with restaurants they would like Visit Billings to reach out to.

Little Big Horn Battlefield Proposed Changes – Alex updated the Board on the changes taking place at the Little Bighorn Battlefield.



Staff Updates

A. Voeltz – Smith Travel Research, 2017 Mailers, Volunteer Appreciation
A. Tyson – NAIA, Sports Facility, Quiq, RFP Update

Partner Update

Chamber of Commerce – Ginny informed the Board that the Chambers aspirational city visit will be in Allentown, PA.

Board Comments

Joe mentioned if anyone wanted tickets to the Hampton Classic to let him know.

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

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of December 31, 2017

Revenue over expenses is \$77,373 over budget

Revenue is \$58,224 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. A portion of these funds have been allocated.*
- *Currently, FY2018 assessments are over budget \$13,040 but there is still a balance of \$92,048 (4 properties) that needed to be collected as of 11/30/2017.*
 - *As of 1/8/2018, \$68,386 has been paid and payment from the city should be received in January. A balance of \$23,662 (1 property) is still outstanding, staff will continue to monitor payments.*

Expenses are \$19,148 under budget.

- *Staff Expenses are \$11,417 under budget from anticipated staffing changes. Savings from staff expenses will be used to increase leisure advertising.*
- *Administrative Expenses are \$4,855 under budget.*
 - *Computers and Equipment is over budget \$264.*
 - *Meetings is under budget \$702.*
 - *Office Supplies and Postage is under budget \$2,231.*
 - *Professional Training is \$471 under budget.*
 - *Legal & Accounting is under budget \$1,861 from the audit.*
- *Marketing Expenses are \$15,082 over budget from the following:*
 - *Advertising is over budget \$8,306 from Google SEO and creative services.*
 - *Opportunity is under budget \$3,223 from general opportunity due to timing of how budget is spread for anticipated use of funds.*
 - *Printed Materials is under budget \$662 from promotional materials.*
 - *Publicity is under budget \$1,625 for in-room gifts and the TTA fall program.*
 - *Sales Expense is over budget \$2,904 from the Dallas Mavericks – American Airlines DFW/BIL flight promotion.*
 - *Tradeshows is under budget \$2,385 due to timing of anticipated travel/registrations expenses.*
 - *Website is \$5,344 under budget due to timing of when work is performed and necessary.*



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

| | CURRENT MONTH | | YEAR TO DATE | | 2017-18 Annual Budget | LAST YEAR |
|--|----------------|----------------|--------------------|--------------------|--------------------------|--------------------|
| | Actual | Budget | Dec 2017 Actual | Dec 2017 Budget | | Dec 2016 Actual |
| Income | | | | | | |
| 4001100 · TBID Assessments | 814,142 | 802,000 | 1,792,591 | 1,735,000 | 1,735,000 | 948,704 |
| 4001500 · Miscellaneous Income | 78 | - | 634 | - | - | 548 |
| Carryover from 2016-2017 | - | - | - | - | 6,906 | 63,953 |
| Total Income | 814,220 | 802,000 | 1,793,225 | 1,735,000 | 1,741,906 | 1,013,205 |
| Expense | | | | | | |
| 5001000 · Staff Expenses | | | | | | |
| 5007000 · Wages | 22,520 | 21,568 | 152,946 | 161,962 | 291,372 | 147,908 |
| 5007100 · FICA Expense | 1,713 | 1,786 | 10,724 | 11,762 | 22,438 | 10,868 |
| 5007200 · Unemployment Expense | 33 | 350 | 612 | 2,100 | 4,202 | 787 |
| 5007400 · Health & Accident Expense | 2,623 | 2,538 | 15,803 | 15,192 | 30,736 | 14,959 |
| 5007500 · Retirement Expense | 1,595 | 1,563 | 10,036 | 10,558 | 20,370 | 8,597 |
| 5007700 · Workers Compensation Expense | 140 | 135 | 845 | 810 | 1,620 | 845 |
| 5007800 · Staff Employment Expense | - | - | - | - | - | 50 |
| Total 5001000 · Staff Expenses | 28,625 | 27,940 | 190,967 | 202,384 | 370,738 | 184,015 |
| 5009000 · Administrative Expenses | | | | | | |
| 5009200 · Computers | 1,145 | 1,150 | 6,613 | 6,349 | 14,462 | 4,015 |
| 5009300 · Equipment & Repair Expense | 293 | 250 | 3,381 | 3,000 | 4,500 | 1,534 |
| 5009500 · Liability Insurance | - | - | 2,095 | 2,300 | 2,300 | 2,095 |
| 5009600 · Meeting Expenses | 732 | 911 | 4,846 | 5,548 | 11,825 | 7,507 |
| 5009650 · TBID Communications | - | - | 4,465 | 4,500 | 16,600 | 6,081 |
| 5009700 · Office Supplies | - | 212 | 1,894 | 2,532 | 3,780 | 2,706 |
| 5009750 · Postage | 414 | 895 | 3,627 | 5,220 | 10,000 | 2,106 |
| 5009800 · Professional Training | - | - | 6,529 | 7,000 | 10,500 | 2,166 |
| 5009850 · Legal and Accounting | 10,531 | 12,550 | 11,789 | 13,650 | 14,750 | 625 |
| 5009900 · Telephone/Wireless Equipment | 619 | 498 | 2,993 | 2,988 | 5,976 | 2,527 |
| Total 5009000 · Administrative Expenses | 13,734 | 16,466 | 48,232 | 53,087 | 94,693 | 31,361 |
| 5150000 · Marketing Expenses | | | | | | |
| 5151000 · Advertising | 29,230 | 31,334 | 382,479 | 374,173 | 595,875 | 314,752 |
| 5151500 · Film Recruitment | - | - | - | - | 1,000 | - |
| 5152000 · Opportunity | 17,905 | 17,400 | 61,177 | 64,400 | 270,000 | 272,114 |
| 5152500 · Printed Materials | 1,625 | 1,800 | 13,263 | 13,925 | 44,700 | 25,989 |
| 5153000 · Publicity | 4,272 | 4,600 | 50,825 | 52,450 | 124,750 | 20,466 |
| 5154000 · Sales Expenses | 4,723 | 250 | 34,954 | 32,050 | 137,500 | 35,129 |
| 5155000 · Tradeshows/Conventions | 2,080 | 4,300 | 30,371 | 32,755 | 69,250 | 23,366 |
| 5156000 · Visitor Information Center | 624 | 1,500 | 1,001 | 1,850 | 7,500 | 15,511 |
| 5156500 · Web Site | 497 | 4,575 | 7,131 | 12,475 | 25,900 | 11,120 |
| Total 5150000 · Marketing Expenses | 60,957 | 65,759 | 581,201 | 584,078 | 1,276,475 | 718,446 |
| Total Expense | 103,316 | 110,165 | 820,400 | 839,549 | 1,741,906 | 933,823 |



| | | | | | |
|----------------|----------------|----------------|----------------|----------|---------------|
| <u>710,904</u> | <u>691,836</u> | <u>972,825</u> | <u>895,452</u> | <u>0</u> | <u>79,382</u> |
|----------------|----------------|----------------|----------------|----------|---------------|

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

| NAIA Tournament | Month | YTD |
|------------------------------|--------------|--------------|
| NAIA Tournament Revenue | 1,000 | 6,902 |
| NAIA Tournament Expense | - | 2,369 |
| Total NAIA Tournament | <u>1,000</u> | <u>4,533</u> |

| MTOTBD Air Service Grant: | Month | YTD |
|------------------------------|----------|----------|
| 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 | 943,771 | 268,826 | 77,382 |
| NAIA Tournament | 4,533 | 3,533 | 3,500 |
| Air Service Grant | - | - | - |
| Contract Reserves | - | - | - |
| BOD Restricted | 50,000 | 50,000 | 175,000 |
| Total Cash | <u>998,305</u> | <u>322,360</u> | <u>255,882</u> |





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

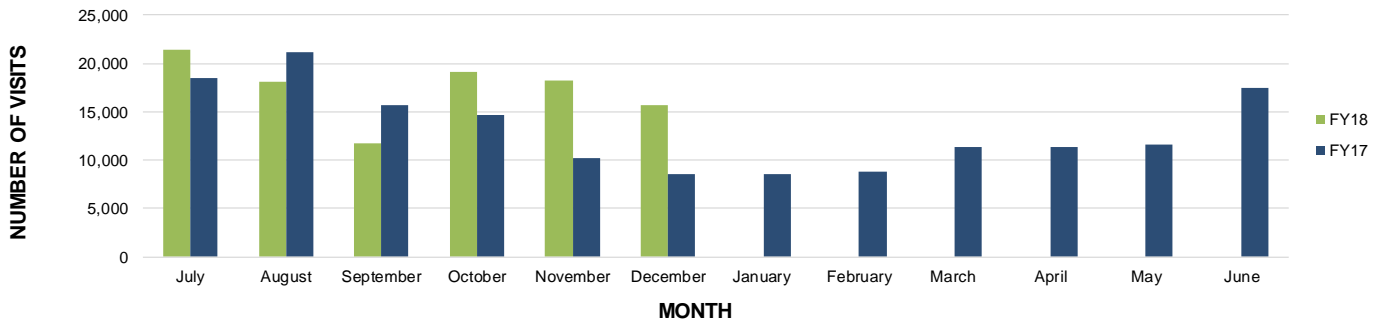
BOOKINGS

| | Q1 | Q2 | Q3 | Q4 | TY TD | FY Goal | % to Goal |
|-------------|-------|-------|----|----|--------|---------|-----------|
| Group | 4 | 17 | 0 | 0 | 21 | 44 | 48% |
| Room Nights | 8,290 | 7,278 | 0 | 0 | 15,568 | 34,000 | 46% |

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 | 175,000 |
| Actual | 21,385 | 18,097 | 11,766 | 19,158 | 18,186 | 15,636 | 0 | 0 | 0 | 0 | 0 | 0 | 104,228 |

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 | 2,372 | 2,084 | 0 | 0 | 4,456 |

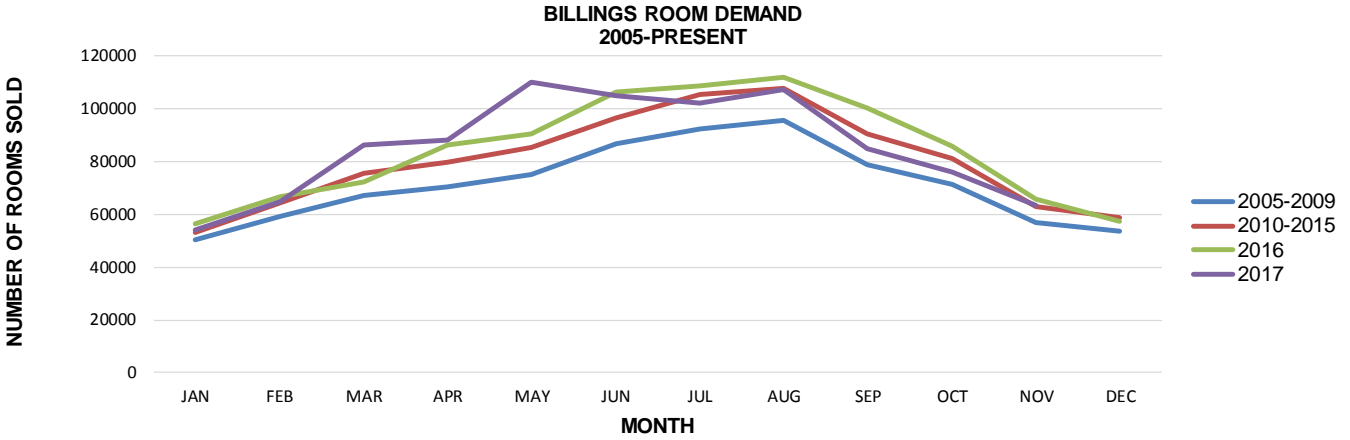
AVIATION PASSENGERS

| | Q1 | Q2 | Q3 | Q4 | TY TD |
|--------------------|---------|--------|----|----|---------|
| Total Deplanements | 122,354 | 68,486 | 0 | 0 | 190,840 |
| Total Enplanements | 123,964 | 69,067 | 0 | 0 | 193,031 |

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% |
| Actual | -3.3 | -2.1 | 19.6 | 2.8 | 22.8 | -1.4 | -5.8 | -4.2 | -15.3 | -11.6 | -1.7 | | 0 |
| 2016 | 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 | 63,513 | | 85,726 |
| 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 |



OCCUPANCY REPORT

| YTD OCCUPANCY PAST 12 MONTHS | | |
|---------------------------------|-------|-------|
| LOCATION | 2017 | 2016 |
| Billings, MT | 58.3% | 60.5% |
| Montana | 59.8% | 60.4% |
| United States | 67.1% | 66.5% |
| Bozeman, MT | 71.4% | 72.0% |
| Missoula, MT | 66.6% | 65.0% |
| Rapid City, SD | 58.7% | 60.1% |
| Sioux Falls, SD | 62.2% | 65.2% |
| Bismarck, ND | 63.8% | 65.8% |
| Boise, ID | 74.5% | 77.3% |
| Madison, WI | 66.6% | 68.6% |
| Helena, MT | 63.9% | 60.9% |
| Great Falls, MT | 59.8% | 59.3% |

| CURRENT MONTH OCCUPANCY November | | |
|-------------------------------------|-------|-------|
| LOCATION | 2017 | 2016 |
| Billings, MT | 43.7% | 45.3% |
| Montana | 43.2% | 43.9% |
| United States | 61.5% | 60.6% |
| Bozeman, MT | 53.9% | 52.4% |
| Missoula, MT | 49.8% | 50.2% |
| Rapid City, SD | 36.7% | 37.1% |
| Sioux Falls, SD | 52.6% | 56.3% |
| Bismarck, ND | 48.9% | 71.2% |
| Boise, ID | 62.7% | 66.3% |
| Madison, WI | 59.9% | 61.7% |
| Helena, MT | 49.4% | 51.9% |
| Great Falls, MT | 45.3% | 46.0% |

