



**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**

**June 14<sup>th</sup>, 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)
- III. Approval of May Board Meeting Minutes – R. Spence – Pages 3.....ACTION
- IV. Approval of May Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-6.....ACTION
- V. New Business.....8:35-9:30
  - a. Welcome BCF Agency – A. Tyson
  - b. Presentation & Visit Billings Leisure Marketing Update – A. Murnion
    - i. Julie Garel, Liz Brooks, Lauryn Adams, Kevin McCarthy
- VI. Old Business.....9:30-9:45
  - a. One Big Sky District Development Plan Agreement (DPA) – J. Brewer .....ACTION
  - b. Board Member Terms Information – A. Tyson
  - c. USS Billings Update – R. Spence
  - d. Meeting Planner Familiarization Tour – A. Tyson
- VII. Partner Update.....9:45-9:50
  - a. Chamber of Commerce – G. Hart, Chamber Board/TBID Board Liaison
- VIII. Board Comments.....9:50-9:55
- IX. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: July, 12<sup>th</sup> 2018



**Managed by the Billings Chamber**



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**TOURISM BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
Visit Billings Grant Application Interviews  
June 14<sup>th</sup>, 2018  
BILLINGS CHAMBER BOARD ROOM – 10:00 AM**

*The purpose of this program is to increase visitation at Montana's Trailhead and support Billings' lodging partners. Other partners such as local retailers, restaurateurs, transportation businesses, and tourism attractions also benefit from increased visitation. The execution of Visit Billings grant funding must be in line with the Tourism Business Improvement District's (TBID) mission to generate room nights for lodging facilities in the City of Billings, Montana by effectively marketing the region as a preferred travel destination.*

- I. Vintage Markets – Rescued and Reclaimed – John Hamrell.....10:00-10:15
- II. Beer-B-Q – NILE – McCall Linke.....10:15-10:30
- III. Downtown Billings Restaurant Week – Downtown Billings Alliance – Maisie Sulser .....10:30-10:45
- IV. Board Discussion..... 10:45-11:00



## **BOARD OF DIRECTORS MINUTES – May 10, 2018**

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**Board Members Present:** Ron Spence, Brian Arneson, Shelli Mann, Steve Wahrlich, Joe Studiner, and George Maragos, Lori Walker

**Board Members Absent:**

**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:** Mr. Jerred Bies, Mr. Kenny Bies, Mr. Eric Stricle, Autumn Albert and Stacy Lynn with Erck Hotels

### **Call to Order**

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

### **Public Comment**

### **Approval of Board Minutes**

Request for a motion to approve the April Board Minutes.

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

### **Approval of Financial & Variance Reports**

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

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

### **New Business**

Revolution Sports Campus Presentation: Mr. Jerred Bies, Mr. Kenny Bies, Mr. Sam Sparks – Jerred gave a presentation to the Board on the sports facility near 56<sup>th</sup> and Neibeur. The 125,000 square foot facility contains a fitness center, 7 basketball courts, turf field, a small pool, and could seat 4,000-5,000 people. Jerred explained the purpose of this facility is to benefit the community and hopes to work with the TBID Board to help bring events to Billings.

### **Old Business**

Allentown Follow Up – The Board discussed the Allentown City visit. They conversed about the importance of having supportive forward thinking leadership. Alex mentioned the value placed on visitor centers throughout the city and compared their sales and marketing verses Visit Billings.

HVS Study Update – John updated the Board on the HVS Study and informed them of the June 19<sup>th</sup> community launch.

FY19 Marketing Plan and Budget – Alex walked the Board through the final Budget and Marketing plan for FY 19.

Request for a motion to approve the FY19 Marketing Plan and Budget.

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

### **Staff Updates**

A. Voeltz – Alyssa informed the Board of the upcoming TTA program as well as the Volunteer Orientation. She also discussed the attendance building efforts for MPMA that took place in Phoenix, AZ at the AAM Conference.

S. Cattarin – Stefan updated the Board on this upcoming show, Scheduled Op. FAM Tours, and the Meeting Planner FAM.

### **Partner Update**

Chamber of Commerce – Dan informed the Board that the Chambers Candidate grading is not available online.

### **Board Comments**

Shelli invited the Board to be a part of the YKIS event on June 21<sup>st</sup> to thank them for their donation to the site.

Brain made a motion to adjourn the meeting; Joe 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 May 31, 2018

Revenue over expenses is \$174,225 over budget

Revenue is \$154,053 over budget from assessments and interest income.

- Total Assessments is over budget \$152,703
  - \$44,550 was from assessments that were outstanding from the previous fiscal year. A portion of these have been allocated.
  - The FY2018 assessments are over budget \$108,153.

Expenses are \$20,172 under budget.

- Staff Expenses are \$5,369 under budget from anticipated staffing changes. *Savings from staff expenses from the past 6 months will be used to increase leisure advertising.*
- Administrative Expenses are \$5,141 under budget.
  - Computers and Equipment is over budget \$1,190.
  - Meetings is under budget \$382.
  - Office Supplies and Postage are under budget \$4,448.
  - Legal & Accounting is under budget \$1,497 from the audit.
- Marketing Expenses are \$9,662 under budget from the following:
  - Advertising is currently under budget \$4,065 from leisure national advertising and social media due to timing of expenses.
  - Opportunity is over budget \$9,498 from the FY19 marketing plan.
  - Printed Materials is under budget \$2,671 from attendance building printed materials.
  - Publicity is under budget \$764 from sponsorship opportunities.
  - Tradeshows is under budget \$3,961 due to anticipated travel/registrations expenses.
  - Website is \$7,445 under budget due to timing of when work is performed and necessary.

**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
May 2018**

	CURRENT MONTH		YEAR TO DATE		2017-18 Annual Budget	LAST YEAR
	Actual	Budget	May 2018 Actual	May 2018 Budget		May 2017 Actual
<b>Income</b>						
4001100 - TBID Assessments	-	-	1,887,703	1,735,000	1,735,000	1,758,867
4001500 - Miscellaneous Income	205	-	1,350	-	-	1,815
Carryover from 2016-2017	-	-	-	-	6,906	63,953
<b>Total Income</b>	<b>205</b>	<b>0</b>	<b>1,889,053</b>	<b>1,735,000</b>	<b>1,741,906</b>	<b>1,824,635</b>
<b>Expense</b>						
<b>5001000 - Staff Expenses</b>						
5007000 - Wages	22,813	21,568	266,455	269,802	291,372	255,812
5007100 - FICA Expense	1,705	1,786	19,207	20,692	22,438	19,536
5007200 - Unemployment Expense	318	350	2,802	3,850	4,202	2,841
5007400 - Health & Accident Expense	2,606	2,564	28,814	28,012	30,736	28,087
5007500 - Retirement Expense	1,849	1,563	18,459	18,810	20,370	15,679
5007700 - Workers Compensation Expense	140	135	1,545	1,485	1,620	1,570
5007800 - Staff Employment Expense	-	-	-	-	-	50
<b>Total 5001000 - Staff Expenses</b>	<b>29,431</b>	<b>27,966</b>	<b>337,282</b>	<b>342,651</b>	<b>370,738</b>	<b>323,575</b>
<b>5009000 - Administrative Expenses</b>						
5009200 - Computers	245	250	11,449	11,512	14,462	6,232
5009300 - Equipment & Repair Expense	372	250	5,504	4,250	4,500	3,006
5009500 - Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 - Meeting Expenses	904	1,398	10,358	10,741	11,825	12,518
5009650 - TBID Communications	-	-	4,528	4,500	11,000	6,081
5009700 - Office Supplies	66	208	2,753	3,572	3,780	3,140
5009750 - Postage	446	895	5,611	9,240	10,000	6,820
5009800 - Professional Training	-	-	9,258	9,000	10,500	6,346
5009850 - Legal and Accounting	-	-	13,253	14,750	14,750	14,156
5009900 - Telephone/Wireless Equipment	347	498	5,392	5,478	5,976	5,239
<b>Total 5009000 - Administrative Expenses</b>	<b>2,379</b>	<b>3,499</b>	<b>70,201</b>	<b>75,343</b>	<b>89,093</b>	<b>65,632</b>
<b>5150000 - Marketing Expenses</b>						
5151000 - Advertising	74,188	77,875	569,935	574,000	595,875	573,922
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	45,787	32,000	128,598	119,100	270,000	343,460
5152500 - Printed Materials	7,773	9,600	33,254	35,925	44,700	84,922
5153000 - Publicity	4,595	5,300	85,286	86,050	124,750	30,472
5154000 - Sales Expenses	12,960	19,550	118,552	118,500	137,500	134,999
5155000 - Tradeshows/Conventions	257	2,245	70,639	74,600	74,850	56,168
5156000 - Visitor Information Center	143	500	2,693	3,000	7,500	15,740
5156500 - Web Site	2,122	2,000	14,330	21,775	25,900	18,747
<b>Total 5150000 - Marketing Expenses</b>	<b>147,825</b>	<b>149,070</b>	<b>1,023,288</b>	<b>1,032,950</b>	<b>1,282,075</b>	<b>1,258,430</b>
<b>Total Expense</b>	<b>179,636</b>	<b>180,535</b>	<b>1,430,771</b>	<b>1,450,944</b>	<b>1,741,906</b>	<b>1,647,637</b>
	<b>(179,431)</b>	<b>(180,535)</b>	<b>458,282</b>	<b>284,057</b>	<b>0</b>	<b>176,998</b>

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



<b>NAIA Tournament</b>	<b>Month</b>	<b>YTD</b>
NAIA Tournament Revenue	13,000	97,602
NAIA Tournament Expense	<u>58,565</u>	<u>73,351</u>
<b>Total NAIA Tournament</b>	<u>(45,565)</u>	<u>24,251</u>
<b>MTOTBD Air Service Grant:</b>	<b>Month</b>	<b>YTD</b>
Air Service Grant Revenue	-	50,000
Air Service Grant Expense	<u>-</u>	<u>50,000</u>
<b>Total NAIA Tournament</b>	<u>-</u>	<u>-</u>

<b>Cash</b>	<b>Current Month</b>	<b>Last Month</b>	<b>Last Year</b>
Unrestricted	434,372	613,977	176,998
NAIA Tournament	4,782	24,251	-
Unearned Revenue	44,232	9,286	70,970
Contract Reserves	-	-	-
BOD Restricted	<u>50,000</u>	<u>50,000</u>	<u>175,000</u>
<b>Total Cash</b>	<u>533,386</u>	<u>697,514</u>	<u>422,968</u>



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

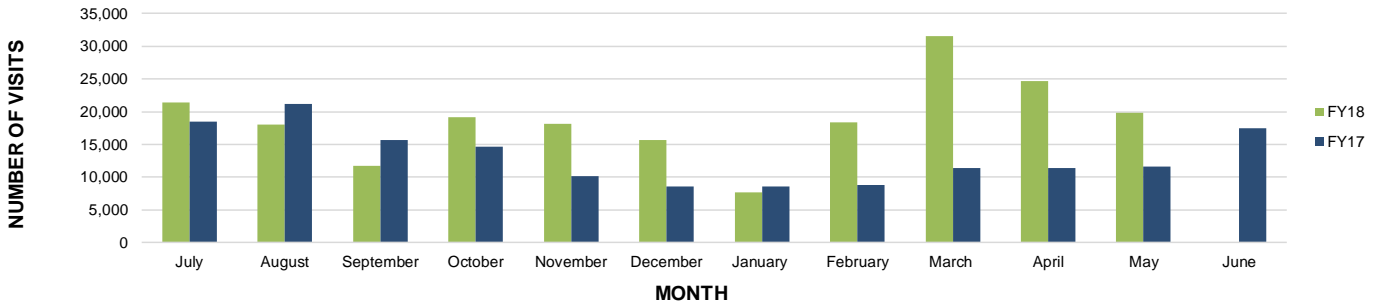
**BOOKINGS**

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	5	22	6	3	36	44	82%
Room Nights	8,290	6,258	10,130	1,100	25,778	34,000	76%

**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	7,677	18,410	31,497	24,651	19,802	0	206,265

**VisitBillings.com Visits**



\*Does not include Winter-in-Montana.com visitors or the Travel to Yellowstone Site.

**VISITOR SERVICES**

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	10	2	4	1	17
Visitor Packets	2,372	2,084	12,157	5,216	21,829

**AVIATION PASSENGERS**

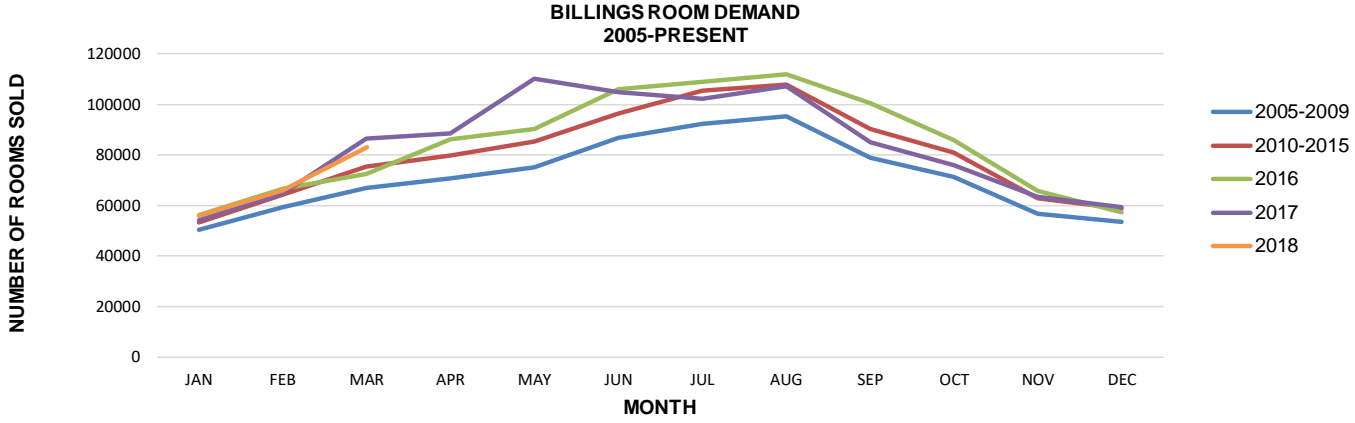
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	122,354	105,089	64,978	0	292,421
Total Enplanements	123,964	104,283	64,470	0	292,717

**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

**Percent Change**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
2018 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2018 Actual	-0.1	2.5	-3.9	10.9									2.4
2017 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2017 Actual	-3.3	-2.1	19.6	2.8	22.8	-1.4	-5.8	-4.2	-15.3	-11.7	-3.5	4.4	0.2

Number of Rooms Sold													
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	55,804	66,133	82,980	97,909									
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	107,292	85,143	75,859	63,467	59,364	83,549



**OCCUPANCY REPORT**

YTD OCCUPANCY		
LOCATION	2018	2017
Billings, MT	51.8%	50.5%
Montana	46.8%	46.8%
United States	63.2%	62.6%
Bozeman, MT	61.9%	61.2%
Missoula, MT	60.0%	60.1%
Rapid City, SD	39.0%	44.2%
Sioux Falls, SD	57.6%	58.1%
Bismarck, ND	52.4%	78.9%
Boise, ID	71.1%	76.4%
Madison, WI	65.6%	67.1%
Helena, MT	55.0%	60.4%
Great Falls, MT	50.1%	55.8%

CURRENT MONTH OCCUPANCY		
April		
LOCATION	2018	2017
Billings, MT	67.4%	60.8%
Montana	51.2%	50.8%
United States	67.9%	67.3%
Bozeman, MT	59.5%	60.8%
Missoula, MT	60.0%	60.1%
Rapid City, SD	39.0%	44.2%
Sioux Falls, SD	57.6%	58.1%
Bismarck, ND	52.4%	78.9%
Boise, ID	71.1%	76.4%
Madison, WI	65.6%	67.1%
Helena, MT	55.0%	60.4%
Great Falls, MT	50.1%	55.8%

