



**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**

**May 10<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 April Board Meeting Minutes – R. Spence – Page 2-3..... ACTION
- IV. Approval of April Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-6.....ACTION
- V. New Business.....8:45-9:15
  - a. Revolution Sports Campus Presentation:
    - i. Mr. Jerred Bies, Mr. Kenny Bies, Mr. Sam Sparks
- VI. Old Business.....9:15-9:45
  - a. Allentown Follow Up – R. Spence, S. Mann, S. Wahrlich, J. Brewer
  - b. HVS Study Update – J. Brewer
  - c. FY19 Marketing Plan and Budget – A. Tyson.....ACTION
- VII. Staff Updates.....9:45-10:00
  - a. A. Voeltz – TTA, Volunteer Orientation, Attendance Building
  - b. S. Cattarin – Upcoming Shows (IPW), Scheduled Op. FAM Tours, Meeting Planner FAM Update
- VIII. Partner Update.....10:00-10:05
  - a. Chamber of Commerce – G. Hart, Chamber Board/TBID Board Liaison
- IX. Board Comments.....10:05-10:15
- X. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: June, 14<sup>th</sup> 2018



**Managed by the Billings Chamber**

## **BOARD OF DIRECTORS MINUTES –April 12, 2018**

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**Board Members Present:** Ron Spence, Shelli Mann, Joe Studiner, Steve Wahrlich, Lori Walker, and George Maragos  
**Board Members Absent:** Brian Arneson  
**Ex-Officio Member Present:** Ginny Hart  
**Staff Present:** Alex Tyson, Alyssa Voeltz, Megan Stevenson, Dan Brooks, Alyson Murnion, Luke Ashmore, John Brewer  
**Others Present:** Mike Orlovski, Wells Fargo

### **Call to Order**

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

### **Public Comment**

The Board welcomed Lori Walker to the TBID Board of Directors.

The Board presented an official NAIA Basketball to Mr. Mike Orlovski of Wells Fargo, and thank him for his support of the Wells Fargo NAIA Division I Womens National Basketball Tournament.

The Board thanked and presented an official NAIA Basketball to Ron Spence, General Manager of the Billings Hotel and Convention Center.

### **TBID Board Documents**

Alyssa passed out the Conflict of Interest, Board of Directors Commitment Pledge, and Whistle Blower Policy to the Board to be signed.

### **Approval of Board Minutes**

Request for a motion to approve the March 8th, 2018 Board Minute with an adjustment to last month's Board minutes.

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

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

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

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

### **New Business**

Spring Campaign 2018 – Aly updated on the new spring campaign “Summer in the Spring”, Horizon Travel Buy, and the FAM Tour. She showed a short video of the FAM tour put together by Stefan.

FY19 Goals and Strategies – Alex broke down the six strategic goals and projected budget for FY19. The Board discussed areas they wish staff to focus.

Request for a motion to approve the draft of FY19 TBID Goals and Strategies.

MOTION: Steve motioned to approve the financials; Shelli seconded; Motion carried

### **Old Business**

Updated Bylaws – Alex presented the bylaw changes to the Board for final approval.

Coulson Park Master Planning Update – Alex informed the Board that the study is now fully funded and now research will begin taking place.

Sports Facility Feasibility Study & New SBURA Activity – Ron informed the Board of some exciting SBURA projects based on the Sport Feasibility study. SBURA will be doing some renovations and upgrades to Amend Park, purchasing land, and investing in a deeper study to assist with concept design.

NAIA 2018 & 2020 –Alex recapped the 2018 NAIA Tournament numbers with the Board. She also discussed the opportunity to sign a contract for 2020.

Request for a motion to move forward with NAIA 2020 as the financial backer and Alex to negotiate the \$30,000 bid fee.

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

American Airlines – DFW/BIL Update – John updated the Board on the most recent quarterly true up with American Airlines. It resulted in a subsidy of roughly \$202,000. There is a possibility Visit Billings will be receiving a refund from the \$300,000 given.



One Big Sky District Follow Up – John discussed the continued progress being made on the One Big Sky District. It was also brought to the Boards attention comments regarding the need for an entity to subsidies the Convention Center.

**Partner Update**

Ginny updated the Board on the Chamber Breakfast. She discussed the 1500 people in attendance and the raving reviews.

**Board Comments**

Alex informed the Board that Visit Billings is up the Marketing Campaign of the Year.  
Shelli discussed the changes taking place at YCLA and role the TBID Board could play.

Steve made a motion to adjourn the meeting; Joe seconded. Meeting adjourned at 10:45a.m.

Submitted by Alyssa Voeltz

## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of April 30, 2018

Revenue over expenses is \$167,521 over budget

Revenue is \$153,848 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 \$13,673 under budget.

- Staff Expenses are \$6,834 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 \$4,022 under budget.
  - Computers and Equipment is over budget \$1,074.
  - Meetings is under budget \$1,560.
  - Office Supplies and Postage are under budget \$3,857.
  - Legal & Accounting is under budget \$1,497 from the audit.
- Marketing Expenses are \$2,817 under budget from the following:
  - Advertising is currently right at budget. Anticipated expenses are expected to ramp up the next few months for the summer campaign as we transition to new ad agency.
  - Opportunity is under budget \$4,288 from the remaining balance of the ad words refund. The refund was applied to open invoices (projects) currently held with AD Creative as transition begins to the new ad agency.
  - Printed Materials is under budget \$843 from promotional materials.
  - Publicity is under budget \$185 from sponsorship opportunities.
  - Sales Expense is over budget \$6,643 from the Dallas Mavericks sales blitz.
  - Tradeshows is over budget \$3,627 from the Travel & Leisure tradeshows as well as early registration fees for the Connect tradeshows.
  - Website is \$7,568 under budget due to timing of when work is performed and necessary.

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

	CURRENT MONTH		YEAR TO DATE		2017-18 Annual Budget	LAST YEAR
	Actual	Budget	Apr 2018 Actual	Apr 2018 Budget		Apr 2017 Actual
<b>Income</b>						
4001100 · TBID Assessments	-	-	1,887,703	1,735,000	1,735,000	1,758,867
4001500 · Miscellaneous Income	206	-	1,145	-	-	1,708
Carryover from 2016-2017	-	-	-	-	6,906	63,953
<b>Total Income</b>	<b>206</b>	<b>0</b>	<b>1,888,848</b>	<b>1,735,000</b>	<b>1,741,906</b>	<b>1,824,528</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	22,510	21,568	243,642	248,234	291,372	233,731
5007100 · FICA Expense	1,683	1,786	17,502	18,906	22,438	17,772
5007200 · Unemployment Expense	419	350	2,484	3,500	4,202	2,527
5007400 · Health & Accident Expense	2,612	2,564	26,209	25,448	30,736	25,558
5007500 · Retirement Expense	1,577	1,782	16,610	17,247	20,370	14,104
5007700 · Workers Compensation Expense	140	135	1,405	1,350	1,620	1,425
5007800 · Staff Employment Expense	-	-	-	-	-	50
<b>Total 5001000 · Staff Expenses</b>	<b>28,940</b>	<b>28,185</b>	<b>307,851</b>	<b>314,685</b>	<b>370,738</b>	<b>295,168</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	773	550	11,204	11,262	14,462	5,987
5009300 · Equipment & Repair Expense	251	250	5,132	4,000	4,500	2,672
5009500 · Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 · Meeting Expenses	2,321	648	9,455	9,343	11,825	11,819
5009650 · TBID Communications	-	-	4,528	4,500	16,600	6,081
5009700 · Office Supplies	250	208	2,687	3,364	3,780	3,110
5009750 · Postage	107	440	5,164	8,345	10,000	5,570
5009800 · Professional Training	-	-	9,258	9,000	10,500	4,971
5009850 · Legal and Accounting	-	-	13,253	14,750	14,750	13,151
5009900 · Telephone/Wireless Equipment	618	498	5,046	4,980	5,976	4,726
<b>Total 5009000 · Administrative Expenses</b>	<b>4,319</b>	<b>2,594</b>	<b>67,822</b>	<b>71,844</b>	<b>94,693</b>	<b>60,181</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	38,545	39,050	495,746	496,125	595,875	559,970
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	3,166	3,200	82,812	87,100	270,000	342,665
5152500 · Printed Materials	6,409	7,000	25,482	26,325	44,700	72,274
5153000 · Publicity	676	550	80,691	80,750	124,750	25,415
5154000 · Sales Expenses	32,600	22,950	105,593	98,950	137,500	131,382
5155000 · Tradeshows/Conventions	14,480	4,550	70,382	66,755	69,250	45,753
5156000 · Visitor Information Center	25	-	2,550	2,500	7,500	15,605
5156500 · Web Site	2,648	1,425	12,207	19,775	25,900	18,324
<b>Total 5150000 · Marketing Expenses</b>	<b>98,548</b>	<b>78,725</b>	<b>875,463</b>	<b>878,280</b>	<b>1,276,475</b>	<b>1,211,388</b>



<b>Total Expense</b>	131,807	109,504	1,251,135	1,264,809	1,741,906	1,566,737
	<u>(131,601)</u>	<u>(109,504)</u>	<u>637,713</u>	<u>470,192</u>	<u>0</u>	<u>257,791</u>

*\*\* 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	613,977	750,201	257,719
NAIA Tournament	24,251	69,816	-
Unearned Revenue	9,286	9,286	-
Contract Reserves	-	-	-
BOD Restricted	<u>50,000</u>	<u>50,000</u>	<u>175,000</u>
<b>Total Cash</b>	<u>697,514</u>	<u>879,303</u>	<u>432,719</u>





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

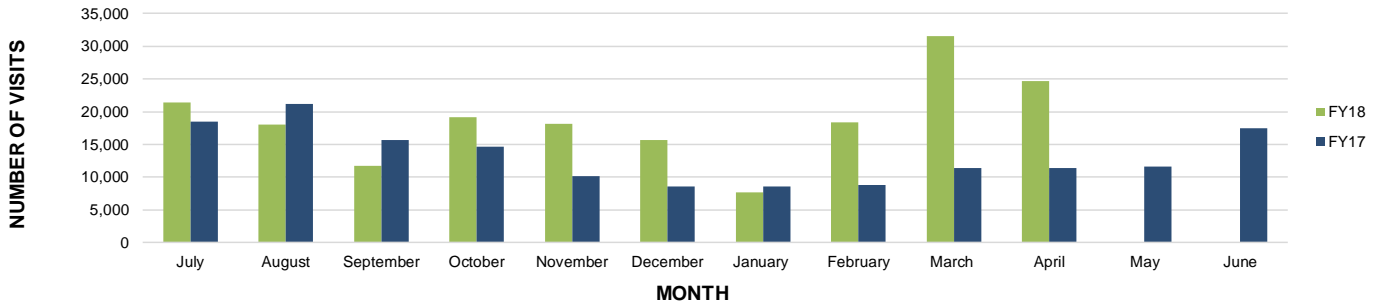
**BOOKINGS**

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	5	22	6	0	33	44	75%
Room Nights	8,290	6,258	10,130	0	24,678	34,000	73%

**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	0	0	186,463

**VisitBillings.com Visits**



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

**VISITOR SERVICES**

	Q1	Q2	Q3	Q4	TY TD
Served Events	10	2	4	0	16
Visitor Packets	2,372	2,084	12,157	3,342	19,955

**AVIATION PASSENGERS**

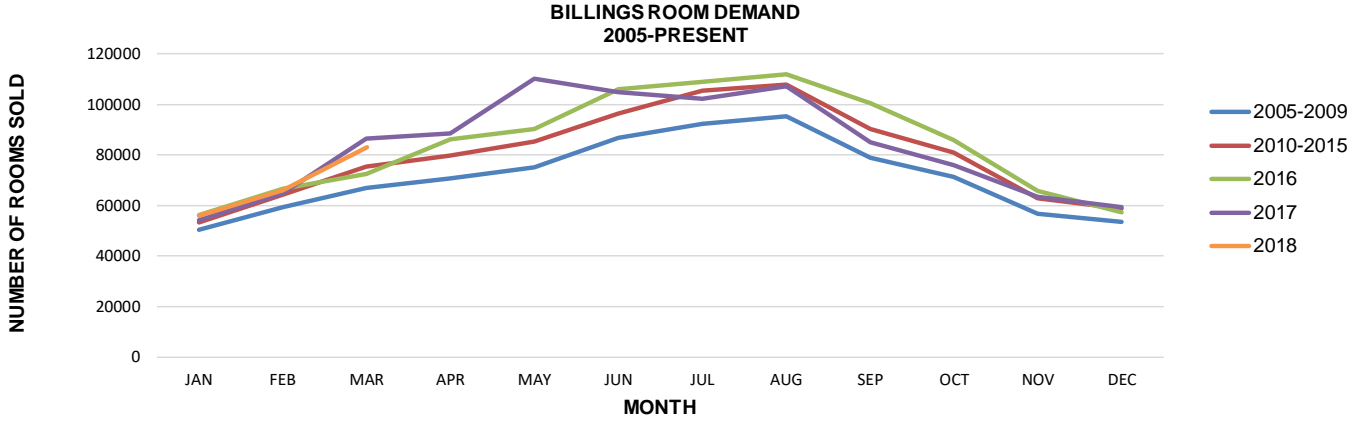
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	122,354	105,089	64,978	0	292,421
Total Enplanements	123,964	104,283	64,470	0	292,717

**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										-0.5
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										
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 PAST 12 MONTHS		
LOCATION	2018	2017
Billings, MT	46.6%	47.1%
Montana	45.4%	45.4%
United States	61.6%	61.0%
Bozeman, MT	62.8%	61.3%
Missoula, MT	46.7%	45.1%
Rapid City, SD	38.7%	41.0%
Sioux Falls, SD	53.9%	54.8%
Bismarck, ND	47.6%	64.3%
Boise, ID	65.1%	68.2%
Madison, WI	54.9%	56.6%
Helena, MT	50.9%	55.0%
Great Falls, MT	51.5%	55.3%

CURRENT MONTH OCCUPANCY January		
LOCATION	2018	2017
Billings, MT	55.3%	57.5%
Montana	51.2%	51.2%
United States	68.5%	67.9%
Bozeman, MT	68.2%	66.5%
Missoula, MT	56.1%	53.1%
Rapid City, SD	43.3%	49.5%
Sioux Falls, SD	61.6%	60.4%
Bismarck, ND	51.7%	63.0%
Boise, ID	75.2%	80.0%
Madison, WI	59.3%	63.5%
Helena, MT	57.6%	61.2%
Great Falls, MT	60.6%	63.5%

