



**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 16th, 2019  
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. Congrats, Coach Ashmore
  - b. Congrats on Alyssa’s Institute Scholarship
- III. Approval of April Board Meeting Minutes – R. Spence – Pages 2.....ACTION
- IV. Approval of April Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 3-5.....ACTION
- V. New Business.....8:45- 9:00
  - a. Boothill Cemetery Project Information – S. Mann
  - b. FY20 Executive Committee Discussion (FY20 Treasurer) – A. Tyson
- VI. Old Business.....9:00-9:55
  - a. Coulson Park Master Planning Update – S. Mann
  - b. Visit Billings Summer Media Campaign – A. Murnion
  - c. Legislative Summary – D. Brooks
  - d. Trail Guides and TTA Update – A. Voeltz
  - e. Summer Grants Information – A. Voeltz
- VII. Partner Update.....9:55-10:00
  - a. Chamber of Commerce – Sean Lynch, Chamber Board/TBID Board Liaison
  - b. YCLA Update
- VIII. Board Comments.....10:00-10:05
- IX. Adjournment – R. Spence .....ACTION

Next Meeting: Thursday, June 13th



**Managed by the Billings Chamber**

## **BOARD OF DIRECTORS MINUTES – April 11, 2019**

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

**Board Members Absent:** Brian Arneson

**Ex-Officio Member Present:** Sean Lynch

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

**Others Present:** Ginny Hart and Amy Day with Residences Inn and Kasey Keith, Steve Zeier

### **Call to Order**

Ron called the meeting to order at 8:35 a.m.

### **Public Comment**

Ron unveiled the handmade replica of the USS Billings ship.

Aly informed the Board that Visit Billings has been included in the running for Marketing Campaign of the Year.

Joe invited the Board to the YCM event on April 20th.

### **Approval of Board Minutes**

Request for a motion to approve the March Minutes.

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

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

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

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

### **Old Business**

South Billings Sports Facility Update- Steve Zeier informed the Board of the current sports plan that is underway. He discussed the planning process, final steering committee, and public forum that still need to take place. Steve also updated the Board on the Amend Park turf project.

### **New Business**

West Billings Marriot Project- Ginny Hart and Amy Day presented the plans for the Yellowstone Convention Center. They discussed amenities, timeline, and the future hotel to be attached to the center.

### **Staff Reports**

S. Cattarin – Convention Sales FY20

A. Murnion – Spring National and Regional Campaign

A. Voeltz – Trail Guides Latest and Peak Season Preps

### **Partner Update**

Chamber of Commerce - Sean discussed the High School Mill-levy, Elections Matter survey, and the next steps with OBSD.

YCLA Update- Ginny updated the Board on the upcoming meeting on Wednesday, April 24<sup>th</sup> at Dan Walt Gardens.

### **Board Comments**

Steve informed the Board that the Bozeman TBID is going to sunset and move into a County TBID.

Steve made a motion to adjourn the meeting; Lori seconded. Meeting adjourned at 10:30.

Submitted by Alyssa Voeltz



## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of April 30, 2019

Revenue over expenses is \$497 under budget.

Revenue is \$5,154 over budget from assessments and interest income.

- *There is still a balance of \$6,694 (1 property) that is due to the TBID. The amount was paid in April and should be received at the end of the May or first part of June based upon the city's payment timeline.*
- *Per Board approval, \$25,000 from the increase in assessments was used to help fund the 406 Impact District and USS Billings.*

Expenses are \$5,651 over budget.

- Staff Expenses are \$3,272 over budget due to staffing changes.
- Administrative Expenses are \$5,475 under budget.
  - Legal & Accounting is over budget \$332 for legal fees (Ravalli County TBID). Savings from the financial audit help offset the increase in legal fees.
  - Postage is currently under budget \$2,339 from anticipated mailings. Requests for mailings will increase over the last few months with the new visitor guide.
  - Equipment and Meetings are under budget \$3,386.
- Marketing Expenses are \$7,855 over budget from the following:
  - Advertising is under budget \$1,599.
  - General Opportunity is \$326 under budget.
  - Printed Materials is over budget \$1,373 from general sales materials and the new visitor guide. Savings from cancelled print projects help offset the increase costs of the new visitor guide.
  - Publicity is under budget \$743.
  - Sales Expense is over budget \$3,142 from sports hospitality as we assisted additional sporting event (Class B & C) this year.
  - Tradeshows/Conventions is over budget \$4,259 from anticipated registration and travel costs.
  - Visitor Information Center is over budget \$518 from the volunteer appreciation luncheon.
  - Website is over budget \$1,231.

**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
April 2019**

	CURRENT MONTH		YEAR TO DATE		2018-19 Annual Budget	LAST YEAR
	Actual	Budget	Apr 2019 Actual	Apr 2019 Budget		Apr 2018 Actual
<b>Income</b>						
4001100 - TBID Assessments	-	-	1,767,625	1,766,800	1,750,000	1,887,703
4001500 - Miscellaneous Income	764	-	4,329	-	-	1,145
Carryover from 2017-2018	-	-	-	-	-	-
<b>Total Income</b>	<b>764</b>	<b>0</b>	<b>1,771,954</b>	<b>1,766,800</b>	<b>1,750,000</b>	<b>1,888,848</b>
<b>Expense</b>						
<b>5001000 - Staff Expenses</b>						
5007000 - Wages	24,678	23,625	261,617	257,608	304,858	243,642
5007100 - FICA Expense	1,806	1,830	18,767	19,169	22,829	17,502
5007200 - Unemployment Expense	357	350	2,356	3,500	4,202	2,484
5007400 - Health & Accident Expense	3,478	3,061	31,206	30,454	36,569	26,209
5007500 - Retirement Expense	1,872	1,886	18,216	18,259	21,567	16,610
5007700 - Workers Compensation Expense	153	135	1,450	1,350	1,620	1,405
5007800 - Staff Employment Expense	-	-	-	-	-	-
<b>Total 5001000 - Staff Expenses</b>	<b>32,344</b>	<b>30,887</b>	<b>333,612</b>	<b>330,340</b>	<b>391,645</b>	<b>307,851</b>
<b>5009000 - Administrative Expenses</b>						
5009200 - Computers	1,508	1,311	9,119	9,118	16,540	11,204
5009300 - Equipment & Repair Expense	216	355	2,126	3,550	6,760	5,132
5009500 - Liability Insurance	-	-	2,343	2,300	2,300	2,095
5009600 - Meeting Expenses	1,117	2,099	9,278	11,240	13,350	9,455
5009650 - TBID Communications	338	500	487	700	3,700	4,528
5009700 - Office Supplies	6	105	2,809	2,645	2,740	2,687
5009750 - Postage	125	417	2,631	4,970	9,000	5,164
5009800 - Professional Training	0	0	6,994	7,055	12,400	9,258
5009850 - Legal and Accounting	0	0	15,932	15,600	16,700	13,253
5009900 - Telephone/Wireless Equipment	484	513	5,114	5,130	6,156	5,046
<b>Total 5009000 - Administrative Expenses</b>	<b>3,794</b>	<b>5,300</b>	<b>56,833</b>	<b>62,308</b>	<b>89,646</b>	<b>67,822</b>
<b>5150000 - Marketing Expenses</b>						
5151000 - Advertising	74,833	75,700	435,485	437,084	652,500	495,746
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	12,269	12,350	43,624	43,950	165,709	82,812
5152500 - Printed Materials	2,135	7,500	71,853	70,480	97,500	25,482
5153000 - Publicity	3,213	3,555	25,502	26,245	47,000	80,691
5154000 - Sales Expenses	98,145	94,885	210,977	207,835	216,500	105,593
5155000 - Tradeshows/Conventions	5,227	4,850	57,759	53,500	57,000	70,382
5156000 - Visitor Information Center	63	-	2,518	2,000	10,500	2,550
5156500 - Web Site	2,837	1,080	22,231	21,000	21,000	12,207
<b>Total 5150000 - Marketing Expenses</b>	<b>198,722</b>	<b>199,920</b>	<b>869,949</b>	<b>862,094</b>	<b>1,268,709</b>	<b>875,463</b>



<b>Total Expense</b>	<u>234,859</u>	<u>236,107</u>	<u>1,260,393</u>	<u>1,254,742</u>	<u>1,750,000</u>	<u>1,251,135</u>
	<u><b>(234,095)</b></u>	<u><b>(236,107)</b></u>	<u><b>511,561</b></u>	<u><b>512,058</b></u>	<u><b>-</b></u>	<u><b>637,713</b></u>
<b>NAIA Tournament</b>	<b>Month</b>		<b>YTD</b>			
NAIA Tournament Revenue	3,000		82,151			
NAIA Tournament Expense	<u>17,181</u>		<u>81,635</u>			
<b>Total NAIA Tournament</b>	<u>(14,181)</u>		<u>516</u>			
<b>TBEX Event</b>	<b>Month</b>		<b>YTD</b>			
TBEX Revenue	15,000		49,500			
TBEX Expense	<u>-</u>		<u>1,500</u>			
<b>Total TBEX</b>	<u>15,000</u>		<u>48,000</u>			

<b>Cash</b>	<b>Current Month</b>	<b>Last Month</b>	<b>Last Year</b>
Unrestricted	510,561	745,601	613,977
NAIA Tournament	1,006	15,187	24,251
TBEX	49,500	34,500	-
Unearned Revenue	10,566	-	9,286
Contract Reserves	-	-	-
BOD Restricted	188,627	188,627	50,000
<b>Total Cash</b>	<u>760,259</u>	<u>983,914</u>	<u>697,514</u>



**VISIT BILLINGS PACE REPORT  
JULY 1, 2018 - JUNE 30, 2019**

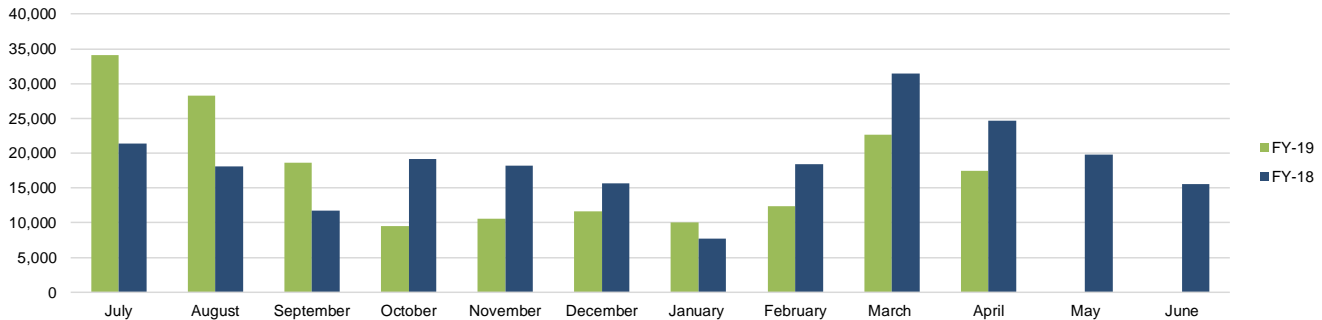
**BOOKINGS**

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	20	5	18	3	46	34	135%
Room Nights	10,703	788	15,043	976	27,510	34,000	81%

**WEBSITE TRAFFIC**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	25,000	20,000	13,000	22,000	18,000	19,000	12,000	20,000	34,000	28,000	22,000	30,000	263,000
Actual	34,107	28,261	18,597	9,545	10,542	11,632	10,076	12,342	22,663	17,454	0	0	175,219

VisitBillings.com Visits



**PUBLICITY**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Mentions	303	187	324	102	154	189	273	196	195	140			2,063
Reach	34,800	54,400	138,400	74,000	101,400	2,903	62,900	191,500	24,500	93,500			778,303
Value	135,300	31,400	67,000	18,600	89,400	48,500	88,500	87,700	45,500	27,700			\$ 639,600

**VISITOR SERVICES**

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	13	6	6	3	28
Visitor Packets	4,437	1,212	4,018	1,149	10,816

**AVIATION PASSENGERS**

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	123,964	110,814	101,993		336,771
Total Enplanements	122,354	111,624	97,785		331,763

**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

**Percent Change**

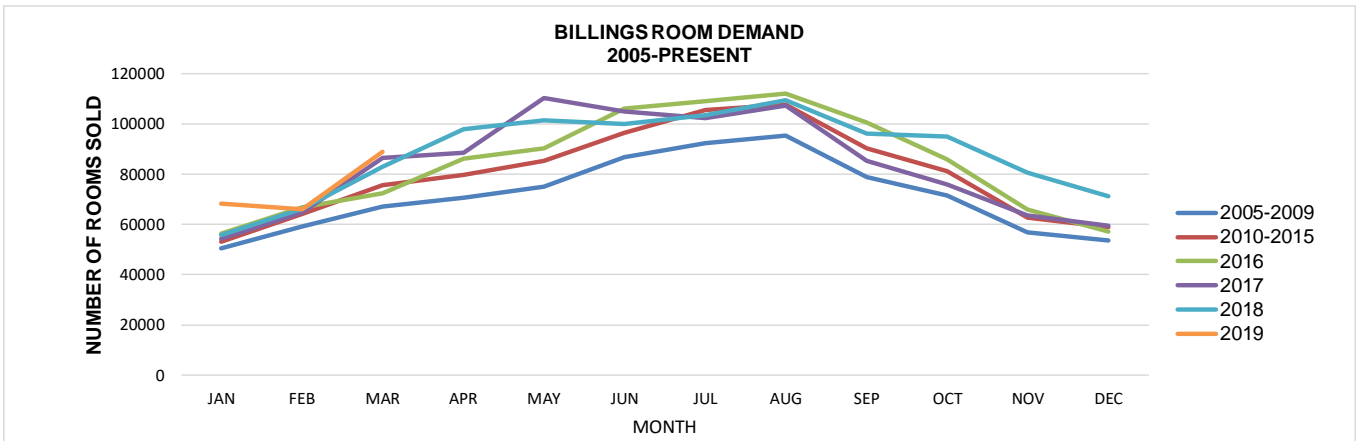
2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	29.3	2.6	8.4										13.4

2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	-2.6	0.9	-5.1	9.0	-9.2	-5.5	-2.7	-0.2	9.7	24.5	26.7	19.1	5.4

**Number of Rooms Sold**

2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	68,148	66,086	88,918										223,152

2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	53,917	65,500	81,848	96,164	99,422	98,464	101,004	106,832	93,726	95,046	80,555	71,286	1,043,764



**OCCUPANCY REPORT**

**YTD OCCUPANCY**

LOCATION	2019	2018
Billings, MT	53.3%	47.5%
Montana	46.9%	45.2%
United States	61.8%	61.5%
Bozeman, MT	70.0%	63.0%
Missoula, MT	43.8%	47.1%
Rapid City, SD	39.3%	38.9%
Sioux Falls, SD	56.9%	54.1%
Bismarck, ND	55.6%	48.1%
Boise, ID	62.0%	64.2%
Madison, WI	55.4%	54.9%
Helena, MT	55.1%	50.6%
Great Falls, MT	50.0%	51.4%

**CURRENT MONTH OCCUPANCY**

March		
LOCATION	2019	2018
Billings, MT	60.9%	56.1%
Montana	51.6%	50.6%
United States	68.4%	68.4%
Bozeman, MT	74.9%	68.2%
Missoula, MT	49.2%	56.5%
Rapid City, SD	43.4%	43.6%
Sioux Falls, SD	64.5%	61.6%
Bismarck, ND	60.9%	53.1%
Boise, ID	71.7%	74.5%
Madison, WI	60.7%	59.3%
Helena, MT	61.8%	57.4%
Great Falls, MT	57.0%	60.5%

**Current Month Occupancy**

