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**MISSION** – *To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.*

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**TOURISM BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
August 8th, 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 – J. Studiner, 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 July Board Meeting Minutes – J. Studiner, – Pages 2-3.....ACTION
- IV. Approval of July Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 4-5.....ACTION
- V. Old Business.....8:35-9:05
  - a. Request for Information Follow-Up – M. Stevenson/A. Tyson
  - b. Marine Corp League Convention Update – S. Cattarin/A. Voeltz
  - c. Travel Blog Exchange: Countdown to TBEX – Staff
  - d. Taste Our Place Program Tour – A. Tyson
  - e. Air Service Update – J. Brewer
- VI. New Business.....9:05-10:00
  - a. Leisure Marketing Update: Summer Campaign and YTD FY20 Report – A. Murnion
  - b. Sports Tourism in Billings – A. Tyson
  - c. NAIA Opening Round Bid Information – A. Tyson
- VII. Partner Update.....10:00-10:10
  - a. Chamber of Commerce – Doug Miles, Chamber Board/TBID Board Liaison
  - b. YCLA Update
- VIII. Board Comments.....10:10-10:20
  - a. USS Billings News – R. Spence
  - b. September Board Meeting Date – A. Tyson.....ACTION
- IX. Adjournment – J. Studiner .....ACTION

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Next Meeting: TBD



*Managed by the Billings Chamber*

## BOARD OF DIRECTORS MINUTES – July 11, 2019

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**Board Members Present:** Ron Spence, George Maragos, Steve Wahrlich, Lori Walker, Brian Arneson

**Board Members Absent:** Joe Studiner, Shelli Mann

**Ex-Officio Member Present:** Doug Miles

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

**Others Present:** Ginny Hart and Amy Day with Residence Inn; Kacey Keith with the SureStay; Becky Meidinger with TownePlace Suites; Shinead Field with Kelly Inn; Joyce Bratland with Best Western Plus Kelly Inn; Matt Brosovich with Big Horn Resort; Danny Wyrwas with Absolute Fence; Dax Schieffer with Voices of Montana Tourism

### **Call to Order**

Brian called the meeting to order at 8:35 a.m. as Vice Chair in Chairman Studiner's absence.

### **Public Comment**

Matt Brosovich with the Big Horn Resort addressed the Board and requested audit reports, ledgers, and full financial reports for fiscal years 2017-2019 for the TBID. He also asked the Board if he could speak with the company that performed TBID audits. Staff noted they would have the requested reports to him ASAP and that Summers McNae was the third party firm that conducted the TBID's full, annual audit.

**Welcome Doug Miles, Station Manager-** Doug introduced himself and gave history of his time in Montana, with KULR 8, and with the Chamber Board.

### **Approval of Board Minutes**

Request for a motion to approve the June Minutes.

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

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

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

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

**FY20 Carryover** – Alex discussed the \$99,000 in rollover from FY19 due to cancelled projects and additional revenues. Alex recommended placing \$24,000 into FY20 for projects and programming naming projects for Meetings and Convention Sales materials as well as Travel Blog Exchange needs. The Board voted to place \$24,000 in the FY20 budget with the remaining to be set into Board restricted reserves pending future sports tourism conversations for August. Request for a motion to transfer a portion of last year's net income of \$75,392 to the Board Restricted account.

MOTION: Steve motioned to approve; George seconded; Motion carried

**TBID Reserve Account Update** – Alex updated the Board on the current amount in the TBID Reserves Account with the budgeted funds from fiscal year 2019 being added.

### **New Business**

**Eastern Montana Initiative (EMI)** – Dax with Voices of Montana Tourism and the EMI walked the Board through the progress and plan for the Eastern Montana Tourism Initiative. He gave an overview of each zone, with Yellowstone County being its own zone, and the phases of the project.

**Voices of Montana Tourism Presentation** – Dax discussed the purpose and success of Voices of Montana Tourism. He revealed the 2018 tourism data for resident and non-resident spending and how this data is important to telling the tourism story. The Billings TBID is a major supporter of Voices of Montana Tourism.

Request for a motion to support Voices of Montana Tourism in efforts for FY20 in the amount of \$12,000.

MOTION: Steve motioned to approve; George seconded; Motion carried

**Meeting and Convention Recruitment** – Stefan updated the Board on the success of the Military Reunion site visit as well as the Meeting Planner FAM that took place in early June. He then walked the Board through the concepts for Meeting and Convention recruitment. He covered digital and print ads, giveaways, and direct mail. Diving into FY20, Stefan discussed his fall schedule with shows and meetings. We talked about co-ops with stakeholders for a later conversation.



**Partner Updates**

Chamber of Commerce – Doug updated the Board on the fiscal year 2020 Chamber priorities as well as the new executive committee.

YCLA Update- Becky discussed the success of the YCLA meeting at ZooMT and informed the Board that Tina Wisner resigned as president of YCLA.

**Board Comments**

Ron updated the Board on the USS Billings accident and informed them of the new Captain Nate Rowen.

Ron made a motion to adjourn the meeting; George seconded. Meeting adjourned at 10:20.

Submitted by Alyssa Voeltz

## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of July 31, 2019

July's revenue over expenses is \$2,420 under budget.

Revenue is \$7,399 under budget from assessment income (1 property). Payment was received and deposited August 1<sup>st</sup> and will be reflected in the August financials.

Expenses are \$4,979 under budget.

- Staff Expenses are \$4,199 under budget.
- Administrative Expenses are \$602 under budget.
- Marketing Expenses are \$178 under budget.

*Please note the cash section at the bottom of the Profit & Loss statement reflects the Board's decision to transfer a portion of last year's net income of \$75,392 to the Board Restricted account.*



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

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR
	Actual	Budget	July 2018 Actual	July 2018 Budget		July 2018 Actual
<b>Income</b>						
4001100 - TBID Assessments	973,049	981,039	973,049	981,039	1,840,000	883,294
4001500 - Miscellaneous Income	591	-	591	-	-	77
Carryover from 2018-2019	-	-	-	-	24,000	-
<b>Total Income</b>	<b>973,640</b>	<b>981,039</b>	<b>973,640</b>	<b>981,039</b>	<b>1,864,000</b>	<b>883,371</b>
<b>Expense</b>						
<b>5001000 - Staff Expenses</b>						
5007000 - Wages	35,440	38,800	35,440	38,800	371,500	32,735
5007100 - FICA Expense	1,878	2,250	1,878	2,250	28,000	1,689
5007200 - Unemployment Expense	169	415	169	415	4,400	171
5007400 - Health & Accident Expense	3,596	3,554	3,596	3,554	37,600	2,997
5007500 - Retirement Expense	1,917	2,172	1,917	2,172	26,025	1,591
5007700 - Workers Compensation Expense	153	160	153	160	1,700	140
5007800 - Staff Employment Expense	-	-	-	-	-	-
<b>Total 5001000 - Staff Expenses</b>	<b>43,152</b>	<b>47,351</b>	<b>43,152</b>	<b>47,351</b>	<b>469,225</b>	<b>39,324</b>
<b>5009000 - Administrative Expenses</b>						
5009200 - Computers	363	385	363	385	11,820	238
5009300 - Equipment & Repair Expense	223	208	223	208	4,000	296
5009500 - Liability Insurance	1,843	1,850	1,843	1,850	2,400	-
5009600 - Meeting Expenses	447	633	447	633	10,200	385
5009650 - TBID Communications	92	100	92	100	3,000	81
5009700 - Office Supplies	1,286	1,283	1,286	1,283	2,200	876
5009750 - Postage	257	417	257	417	7,000	436
5009800 - Professional Training	-	-	-	-	16,650	-
5009850 - Legal and Accounting	-	-	-	-	16,200	820
5009900 - Telephone/Wireless Equipment	318	556	318	556	6,668	340
<b>Total 5009000 - Administrative Expenses</b>	<b>4,830</b>	<b>5,432</b>	<b>4,830</b>	<b>5,432</b>	<b>80,138</b>	<b>3,471</b>
<b>5150000 - Marketing Expenses</b>						
5151000 - Advertising	62,269	62,300	62,269	62,300	642,000	1,350
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	-	-	-	-	116,500	-
5152500 - Printed Materials	-	-	-	-	74,500	200
5153000 - Publicity	12,216	12,220	12,216	12,220	145,750	12,813
5154000 - Sales Expenses	-	-	-	-	202,500	500
5155000 - Tradeshows/Conventions	31,800	31,860	31,800	31,860	87,390	17,240
5156000 - Visitor Information Center	269	260	269	260	14,800	97.75
5156500 - Web Site	2,083	2,175	2,083	2,175	30,197	472
<b>Total 5150000 - Marketing Expenses</b>	<b>108,637</b>	<b>108,815</b>	<b>108,637</b>	<b>108,815</b>	<b>1,314,637</b>	<b>32,672</b>
<b>Total Expense</b>	<b>156,619</b>	<b>161,598</b>	<b>156,619</b>	<b>161,598</b>	<b>1,864,000</b>	<b>75,467</b>
	<b>817,021</b>	<b>819,441</b>	<b>817,021</b>	<b>819,441</b>	<b>-</b>	<b>807,905</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	952,921	99,392	807,905
NAIA Tournament	1,194	1,006	-
TBEX	111,900	101,000	-
Unearned Revenue	-	973,049	-
Contract Reserves	34,847	45,989	18,750
BOD Restricted	294,019	218,627	130,265
<b>Total Cash</b>	<b>1,394,880</b>	<b>1,439,062</b>	<b>956,920</b>





**VISIT BILLINGS PACE REPORT  
JULY 1, 2019 - JUNE 30, 2020**

**BOOKINGS**

Citywide and Meeting & Convention Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY Goal	% to Goal
Group Bookings	4				4		28	14%
Room Nights	299				299		7,900	4%
Pending	4				4		N/A	N/A

Citywide Sports and Sports Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY19
Sport Bookings							20
Room Nights							21,895

**FACILITATION**

Billings Trail Guides

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group Attendees						20	0%
						200	0%

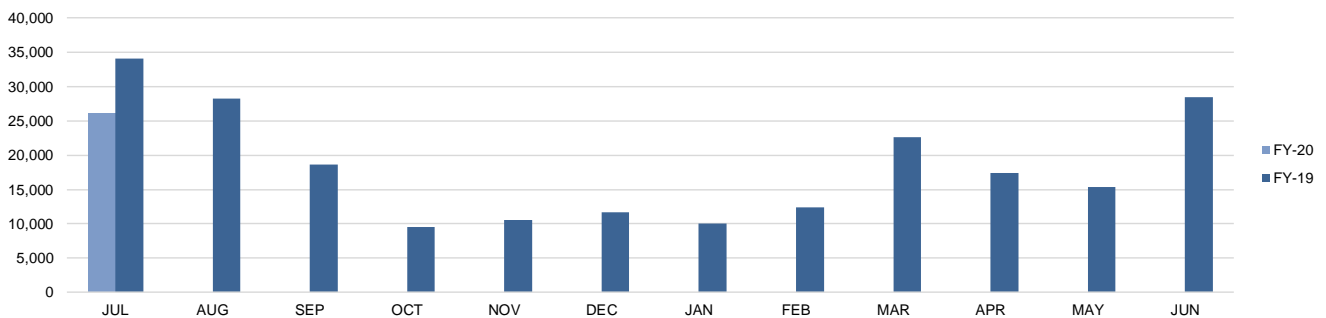
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY19
Group Servicing	3					3
Sports Servicing						8
Visitor Packets	1,775					1,775
						13,654

**WEBSITE TRAFFIC**

FY20	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	25,000	30,000	25,000	15,000	12,000	12,000	11,000	14,000	25,000	18,000	18,000	30,000	235,000
Actual	26,077												26,077
FY19	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Actual	34,107	28,261	18,597	9,545	10,542	11,632	10,076	12,342	22,663	17,454	15,365	28,443	219,027

VisitBillings.com Visits



**PUBLICITY**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual	FY19
Mentions	179												179	2,446
Reach	153,600												153,600	1,073,803
Value	47,500												\$47,500	\$782,700



**AVIATION PASSENGERS**

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	0	0	0	0	0
Total Enplanements	0	0	0	0	0

**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

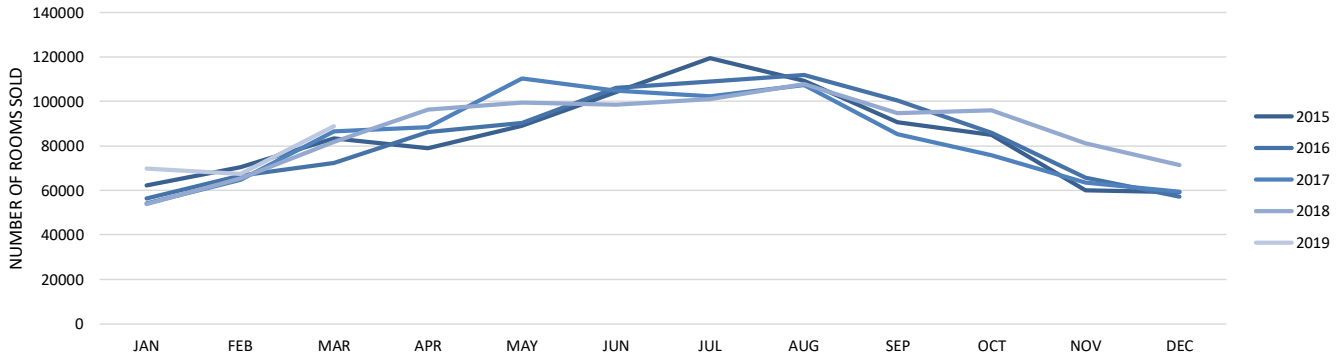
**Percent Change**

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	-19.6	-14.4	2.4							1.3
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	77,282	85,243	101,016							486,693
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

**BILLINGS ROOM ROOM DEMAND 2015-PRESENT**



**OCCUPANCY REPORT**

**YTD OCCUPANCY**

LOCATION	2019	2018
Billings, MT	57.4%	58.1%
Montana	57.9%	54.4%
United States	65.9%	65.9%
Bozeman, MT	73.4%	68.0%
Missoula, MT	84.2%	85.1%
Rapid City, SD	78.3%	79.5%
Sioux Falls, SD	74.1%	75.0%
Bismarck, ND	71.3%	65.5%
Boise, ID	83.0%	86.8%
Madison, WI	72.7%	76.8%
Helena, MT	75.2%	72.6%
Great Falls, MT	66.5%	67.2%

**CURRENT MONTH OCCUPANCY**

June		
LOCATION	2019	2018
Billings, MT	71.4%	69.7%
Montana	75.7%	75.0%
United States	73.5%	74.5%
Bozeman, MT	90.4%	90.9%
Missoula, MT	84.2%	85.1%
Rapid City, SD	78.3%	79.5%
Sioux Falls, SD	74.1%	75.0%
Bismarck, ND	71.3%	65.5%
Boise, ID	83.0%	86.8%
Madison, WI	72.7%	76.8%
Helena, MT	75.2%	72.6%
Great Falls, MT	66.5%	67.2%

**Current Month Occupancy**

