



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
February 13th, 2020
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 January Board Meeting Minutes – J. Studiner, – Pages 2.....ACTION
- IV. Approval of January Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 3-4.....ACTION
- V. New Business.....8:35-9:20
 - a. Public Safety in Billings – J. Studiner
 - i. Presentation: Billings Police Chief Rich St. John & Dan Brooks – Billings Chamber of Commerce
 - b. Short-term Rentals – S. Wahrlich
 - c. Air Service Meetings Update – S. Wahrlich
- VI. Old Business.....9:20- 9:50
 - a. Trail Guides Program Update – A. Voeltz
 - b. FY20 Marketing Update – A. Murnion
 - c. March 2020 Board Meeting Date – A. Tyson
- VII. Partner Update.....9:50-10:00
 - a. Chamber of Commerce
 - b. YCLA Update
- VIII. Board Comments.....10:00-10:10
- IX. Adjournment – J. StudinerACTION

Next Meeting:



Managed by the Billings Chamber

BOARD OF DIRECTORS

MINUTES – January 9th, 2020

Board Members Present: Ron Spence, George Maragos, Steve Wahrlich (by phone), Joe Studiner, Shelli Mann, and Brian Arneson

Board Members Absent: Lori Walker

Ex-Officio Member Present:

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

Others Present: Amy Barnhart with Residence Inn; Jordan with Townplace Suites; Stacy Lind, Autumn Albert, and Tim Geisler with Erck Hotels; Kacy Keith with SureStay Plus Hotel by Best Western.

Call to Order

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

Public Comment

Approval of Board Minutes

Request for a motion to approve the November Board Meeting Minutes.

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

Approval of Financial & Variance Reports

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

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

New Business

Campaign – Cultural Sensitivities - Alex provided an update on the cultural sensitivity issue surrounding the former Visit Billings' national campaign. Conversations included actions taken, follow-up, and meetings with the Crow and Northern Cheyenne Indian Tribes.

Old Business

BIL Airport Expansion, Service, and Capacity Update – Kevin Ploehn provided an update on Billings Logan Airport and its current renovations, expansion, rebranding, new flights, greater capacity, and visits to carriers.

Red Lion Collections/Board Policy – Alex and Megan provided information on an updated policy for property collections.

MOTION: Ron motioned to approve this updates policy pending amendment; Shelli seconded; Motion carried

Sports Tourism in Billings – Alex provided additional information on the upcoming sports tourism sales timeline along with a draft of the job description.

FY20 Meeting and Convention Recruitment – Stefan discussed his recruitment efforts going forward in the new calendar year.

Leisure Marketing Update – Aly presented more information on TBEX and social media reach through the event. General updates on the current leisure marketing campaign were also given.

Partner Updates

Chamber of Commerce - John provided an update on the Chamber's upcoming Aspirational city visit.

YCLA - Jordan provided an update on YCLA training that occurred in the previous year and ongoing initiatives, and provided an invitation on their next quarterly meeting.

Board Comments

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

Submitted by Luke Ashmore



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of January 31, 2020

Revenue over expenses is \$21,615 over budget.

Revenue is \$1,822 over budget from assessments and interest income. *There is still a balance of \$24,652 (1 property) that is currently outstanding, staff will continue to monitor payments*

Expenses are \$19,793 under budget.

- Staff Expenses are \$4,313 under budget from staffing changes.
- Administrative Expenses are \$3,547 under budget from office supplies, postage and TBID communications.
- Marketing Expenses are \$11,933 under budget from the following:
 - Advertising is under budget \$1,135 from the BCF travel and leisure national advertising.
 - Opportunity is \$10,794 under budget from the TBEX airfare and printing. These expenses were covered by the TBEX sponsor funds.
 - Printed Materials is under budget \$788 from presentation materials.
 - Tradeshows is over budget \$1,459 from anticipated registration and travel costs.
 - Website is under budget \$656 due to timing of when work is performed and necessary.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
January 2020**

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR
	Actual	Budget	Jan 2020 Actual	Jan 2020 Budget		Jan 2019 Actual
Income						
4001100 - TBID Assessments	857,495	858,961	1,838,723	1,840,000	1,840,000	1,792,625
4001500 - Miscellaneous Income	167	-	3,098	-	-	1,468
Carryover from 2018-2019	-	-	-	-	24,000	-
Total Income	857,662	858,961	1,841,822	1,840,000	1,864,000	1,794,093
Expense						
5001000 - Staff Expenses						
5007000 - Wages	26,532	25,000	203,969	206,900	332,200	187,707
5007100 - FICA Expense	2,002	1,950	14,492	15,495	25,300	13,288
5007200 - Unemployment Expense	534	351	1,134	2,649	4,400	1,205
5007400 - Health & Accident Expense	3,711	2,993	25,883	22,632	37,600	21,057
5007500 - Retirement Expense	2,029	2,266	13,606	15,719	26,025	12,788
5007700 - Workers Compensation Expense	140	135	1,018	1,020	1,700	993
5007800 - Staff Employment Expense	-	-	-	-	-	-
Total 5001000 - Staff Expenses	34,949	32,695	260,102	264,415	427,225	237,037
5009000 - Administrative Expenses						
5009200 - Computers	607	385	5,808	5,345	11,820	6,895
5009300 - Equipment & Repair Expense	124	208	1,097	1,456	4,000	1,562
5009500 - Liability Insurance	-	-	2,375	2,400	2,400	2,343
5009600 - Meeting Expenses	1,369	1,568	6,032	5,941	10,200	6,677
5009650 - TBID Communications	-	850	1,952	2,950	3,000	81
5009700 - Office Supplies	166	83	1,581	1,781	2,200	1,826
5009750 - Postage	869	417	1,654	2,919	7,000	2,341
5009800 - Professional Training	3,307	2,975	10,659	10,800	16,650	5,962
5009850 - Legal and Accounting	10,055	10,550	11,561	12,100	16,200	15,432
5009900 - Telephone/Wireless Equipment	482	556	3,319	3,892	6,668	3,489
Total 5009000 - Administrative Expenses	16,980	17,592	46,037	49,584	80,138	46,607
5150000 - Marketing Expenses						
5151000 - Advertising	7,949	4,970	326,810	327,945	684,000	291,493
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	12,780	12,800	26,746	37,540	116,500	30,756
5152500 - Printed Materials	399	400	14,822	15,610	74,500	62,526
5153000 - Publicity	1,218	1,220	29,045	29,010	145,750	20,770
5154000 - Sales Expenses	20,109	20,128	41,994	42,043	202,500	53,402
5155000 - Tradeshows/Conventions	8,202	7,600	51,239	49,780	87,390	33,907
5156000 - Visitor Information Center	1,290	1,260	8,396	8,400	14,800	2,380
5156500 - Web Site	5,705	5,905	17,144	17,800	30,197	14,261
Total 5150000 - Marketing Expenses	57,653	54,283	516,195	528,128	1,356,637	509,494
Total Expense	109,581	104,570	822,334	842,127	1,864,000	793,138
	748,081	754,391	1,019,488	997,873	-	1,000,955

Cash	Current Month	Last Month	Last Year
Unrestricted	1,045,077	295,343	998,109
NAIA Tournament	8,019	6,019	18,358
TBEX	-	-	33,500
Unearned Revenue	-	-	-
Contract Reserves	17,533	17,533	-
BOD Restricted	294,019	294,019	189,233
Total Cash	1,364,647	612,912	1,239,201





**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	3	5	3		11	\$756,900	28	39%
Room Nights	124	2,190	1,050		3,364		7,900	43%

Citywide Sports and Sports Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY19
Sport Bookings	4	10			14	\$976,500	20
Room Nights	1,005	3,335			4,340		21,895

Pending Meeting & Convention, Sports, and Citywide Bookings

Pending	2	10	13		25	1,496,475	N/A	N/A
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FACILITATION

Billings Trail Guides

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group Attendees	3	5	2		10	20	50%
	38	63	48		149	200	75%

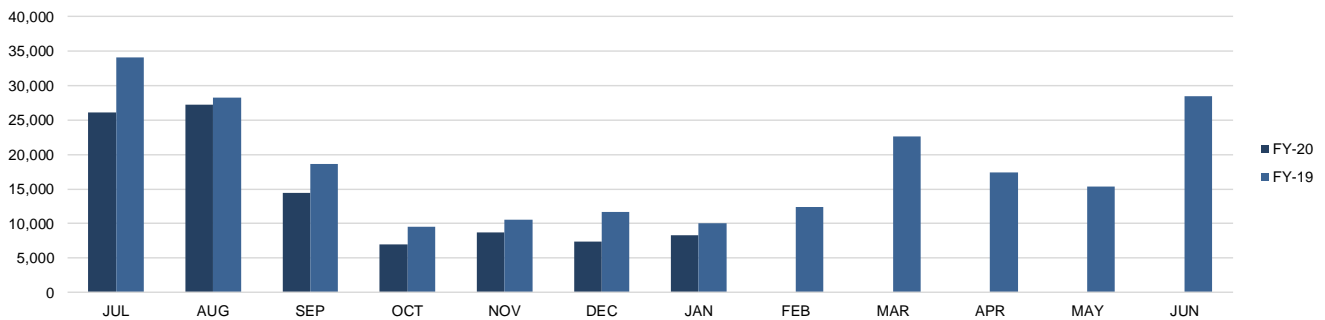
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY19
Group Servicing	23	9				32
Sports Servicing		1				1
Visitor Packets	3,181	1,515	1,604			6,300
						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	27,242	14,473	7,006	8,728	7,426	8,314						99,266
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	130	773	162	101	326	143						1,814	2,446
Reach	153,600	28,500	218,900	198,700	301,000	324,100	276,100						1,500,900	1,073,803
Value	47,500	23,500	91,500	62,400	138,600	268,300	52,400						\$684,200	\$782,700



AVIATION PASSENGERS

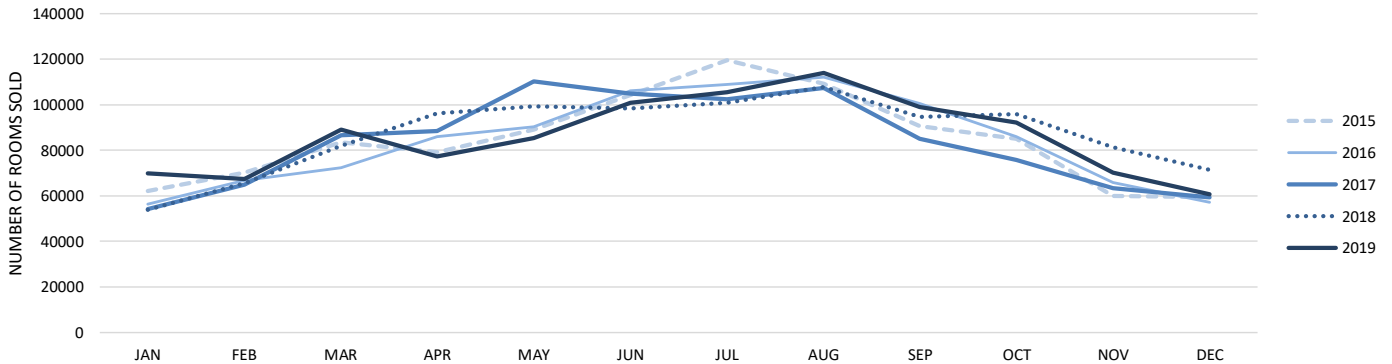
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	134,661	118,766	0	0	253,427
Total Enplanements	133,078	118,319	0	0	251,397

ROOM DEMAND- REPORTED ON CALENDAR YEAR

Percent Change													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
2019	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	30.0	2.6	8.2	-19.9	-14.6	2.4	4.6	5.8	4.3	-4.3	-14.9	-16.4	-1
2018	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													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
2019	68,148	66,086	88,918	77,282	85,243	101,016	105,528	114,107	98,844	92,041	70,038	60,630	1,027,881
2018	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				CURRENT MONTH OCCUPANCY			
LOCATION	2019	2018		LOCATION	2019	2018	
Billings, MT	60.5%	61.3%		Billings, MT	44.5%	49.6%	
Montana	58.9%	58.6%		Montana	40.8%	41.0%	
United States	66.1%	66.1%		United States	54.4%	54.1%	
Bozeman, MT	74.4%	72.0%		Bozeman, MT	62.5%	60.4%	
Missoula, MT	62.5%	64.5%		Missoula, MT	40.8%	39.7%	
Rapid City, SD	55.8%	56.1%		Rapid City, SD	37.4%	37.3%	
Sioux Falls, SD	65.3%	61.8%		Sioux Falls, SD	49.6%	45.1%	
Bismarck, ND	61.9%	56.0%		Bismarck, ND	49.2%	45.7%	
Boise, ID	70.3%	70.8%		Boise, ID	51.4%	49.9%	
Madison, WI	63.2%	65.4%		Madison, WI	44.5%	44.1%	
Helena, MT	61.0%	58.8%		Helena, MT	38.3%	40.3%	
Great Falls, MT	56.5%	57.5%		Great Falls, MT	42.4%	41.2%	

Current Month Occupancy

