



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

**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
July 9th, 2020  
CHAMBER OF COMMERCE BOARD ROOM\* – 8:30 A.M.  
815 SOUTH 27<sup>TH</sup> STREET**

**\*Due to social distancing needs and existing restrictions, space may be limited.**  
*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 (limit three minutes/person)  
Jack Jennaway; Chamber of Commerce Business Advocacy Coordinator (Chamber staff intro)
- III. Dave Worstell Welcome – FY21 Chamber/TBID Board Liaison – J. Studiner
- IV. Approval of June Board Meeting Minutes – J. Studiner – Pages 2-3.....ACTION
- V. Approval of June Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-5.....ACTION
- VI. New Business.....8:40-9:0
  - a. STR Report Review and June COVID-19 BOD Discussion – J. Studiner
  - b. Year-end FY20 Carryover and Allotment for FY21 & FY22 – A. Tyson/M. Stevenson.....ACTION
  - c. June COVID-19 Impacts & Site Inspections – A. Tyson/A. Voeltz
  - d. CARES Act Safety Messaging Grant Funds, Commerce, & DPHHS – A. Tyson
- VII. Old Business.....9:00- 9:40
  - a. Warm Season Marketing/Sloth/GART – A. Murnion
  - b. Transitional Marketing Recap – A. Murnion
  - c. Voices of Montana Tourism – S. Wahrlich/A. Tyson.....ACTION
- VIII. Partner Update.....9:40-9:45
  - a. Chamber Update – D. Worstell
  - b. YCLA Update
- IX. Board Comments.....9:45-9:55
- X. Adjournment – J. Studiner .....ACTION

Next Meeting: Thursday, August 13th



Managed by the Billings Chamber

**BOARD OF DIRECTORS**  
**MINUTES – June 11th, 2020**

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

**Board Members Absent:**

**Ex-Officio Member Present:**

**Staff Present:** Alex Tyson, Alyssa Voeltz, Luke Ashmore, Alyson Murnion, Megan Stevenson, John Brewer

**Others Present:** Kacy Keith with SureStay; Becky Meidinger with Townplace Suites

**Call to Order**

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

**Public Comment**

Brian announced that he is the new General Manager at the Best Western Plus Kelly Inn & Suites. He also informed the Board that Ginny Hart will be taking his place at General Manager at the Quality Inn.

Joe informed the Board that the Hampton Inn will be opening on May 18<sup>th</sup>.

**Approval of Board Minutes**

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

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

**Approval of Financial & Variance Reports**

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

MOTION: Ron motioned to approve the financial reports for May; Shelli seconded; Motion carried

**New Business**

**BOD – Change of Properties Clarification** – Alex informed the Board that Brian wrote a letter to the Mayor informing him he was immediately going from the Quality Inn to the Best Western Plus Kelly Inn and Suites and therefore was able to keep his position on the Board per the City of Billings' Boards and Commissions structure.

**FY21 Executive Committee** – Joe discussed that Brian raised some concerns about moving into the Board Chair position with his transition to a new property. The Board discussed maintaining the existing executive committee for FY21.

Request for motion for the Executive committee to remain Joe as Chair, Brian as incoming Chair, and George as Treasurer

MOTION: Shelli motioned to approve; Ron seconded

**Citywide Definition – TBID Board Policy** – Ron discussed the current definition of citywide event booking. The Board discussed new possible definitions to be taken action on in July.

**Old Business**

**COVID-19 Update, ALHA, & Board Roundtable** – Alex informed the Board of her conversation with the City regarding Visit Billings concern about not receiving the TBID assessment fee. The City's recommendation is to reach out to the properties if taxes are not paid. Alex also discussed that tour operators and planners are reaching out regarding cleaning procedures of lodging facilities. The Board discussed concerns surrounding relaying a cleaning message to visitors and discussed using ALHA toolkits. Weekly STR reporting will continue. Board members discussed state of industry currently.

**Tourism Advisory Council (TAC) Meeting Follow-Up** – Steve updated the Board on the TAC Presentations. Steve informed the Board that both Alex and Aly received high remarks from the TAC regarding their presentations for use of CVB funds for FY21. Billings CVB budget plans passed TAC and State requirements.

**Warm Season Leisure Marketing Campaigns** – Aly presented the Open and Safe Campaign to the Board. She also discussed the Radio spots that are apart the Campaign as well.

**SBURD Update** – Jim Tevlin gave an overview of the SBURD, funding process, and the master plan. He presented an update on the Recreational Center that is to be built at Amend Park. Jim also discussed the aquatics center, ice needs, and the court needs based on the Victus study. Jim asked for the TBID support and let them know they he will start the sponsorship process soon to help gather community support. Alex thanked him for his time and let him know that Visit Billings is happy to help support in marketing and sales once the facility is complete.



### **Partner Update**

Chamber Update - John updated the Board on the committee that is going to focus on being more a more welcoming community. He also invited the Board to be a part of the Chamber Open on June 19<sup>th</sup>. Lastly, he invited the Board to the State of the City and County zoom meeting on June 24<sup>th</sup> at 8:30 am.

YCLA Update – Becky informed the Board that YCLA will be having a Board meeting soon, dates still to be determined.

### **Board Comments**

Ron gave a brief update on the USS Billings Ship and Luke's designs efforts on the mural of Billings for inside the ship.

Ron made a motion to adjourn the meeting; Shelli seconded. Meeting adjourned at 10:15.

Submitted by Alyssa Voeltz

## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of June 30, 2020

Revenue over expenses is \$468,483 over budget. The Executive Director will request use of funds to assist with FY21 and FY22 budgets.

Revenue is \$3,942 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 \$464,540 under budget.

- Staff Expenses are \$9,303 under budget from staffing changes and the \$5,000 SBA grant (part of the EIDL application) that was received to help offset staffing expenses.
- Administrative Expenses are \$13,873 under budget from the following:
  - Computers is over budget \$2,466 from an increase in IT provided services and the Cloud Server transition.
  - Equipment & Repair is under budget \$1,547.
  - Meetings is under budget \$489.
  - Office Supplies is over budget \$1,368 from COVID supplies (*working to get these reimbursed with a state grant*).
  - Postage is under budget \$5,092 from expense savings.
  - Professional Training is under budget \$5,991 from anticipated training needs that will not happen this fiscal year.
  - Legal & Accounting is under budget \$3,640 from savings on legal fees.
  - TBID communications is \$792 under budget.
- Marketing Expenses are \$441,365 under budget from the following:
  - Advertising is under budget \$197,137 from savings in regional and national placements, social media advertising, meetings & conventions, and booked conventions.
  - Film Recruitment is \$1,000 under budget from expense savings.
  - Opportunity is \$48,265 under budget from the TBEX airfare and printing as well as cancelled projects and Visit Billings grants that will not happen this year.
  - Printed Materials is under budget \$14,394 from meeting & convention materials and savings from the visitor guide reprint.
  - Publicity is under budget \$78,420 from TBEX and savings in influencer hosting expenses.
  - Sales Expense is \$65,415 under budget from savings in meeting planner site inspections, meetings & convention sales and the NAIA tournament.
  - Tradeshows is under budget \$27,096 from cancelled tradeshows.
  - Visitor Information Center is under budget \$4,790 from savings in the trail guide programs and VIC print and digital needs.
  - Website is under budget \$4,658 from website hosting and updates.



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

	CURRENT MONTH		YEAR TO DATE		2019-20 Annual Budget	LAST YEAR
	Actual	Budget	June 2020 Actual	June 2020 Budget		June 2019 Actual
<b>Income</b>						
4001100 - TBID Assessments	-	-	1,838,723	1,840,000	1,840,000	1,774,684
4001500 - Miscellaneous Income	6	-	5,219	-	-	5,501
Carryover from 2018-2019	-	-	24,000	24,000	24,000	-
<b>Total Income</b>	<b>6</b>	<b>0</b>	<b>1,867,943</b>	<b>1,864,000</b>	<b>1,864,000</b>	<b>1,780,185</b>
<b>Expense</b>						
<b>5001000 - Staff Expenses</b>						
5007000 - Wages	21,315	25,300	323,648	332,200	332,200	311,892
5007100 - FICA Expense	1,660	1,980	23,792	25,300	25,300	22,501
5007200 - Unemployment Expense	202	347	2,786	4,400	4,400	2,882
5007400 - Health & Accident Expense	3,133	2,996	43,890	37,600	37,600	38,375
5007500 - Retirement Expense	1,455	2,010	22,114	26,025	26,025	21,586
5007700 - Workers Compensation Expense	115	140	1,693	1,700	1,700	1,755
5007800 - Staff Employment Expense	-	-	-	-	-	-
<b>Total 5001000 - Staff Expenses</b>	<b>27,880</b>	<b>32,773</b>	<b>417,922</b>	<b>427,225</b>	<b>427,225</b>	<b>398,991</b>
<b>5009000 - Administrative Expenses</b>						
5009200 - Computers	3,559	1,535	14,286	11,820	11,820	14,467
5009300 - Equipment & Repair Expense	985	1,712	2,453	4,000	4,000	2,562
5009500 - Liability Insurance	-	-	2,375	2,400	2,400	2,343
5009600 - Meeting Expenses	244	137	9,711	10,200	10,200	12,524
5009650 - TBID Communications	70	50	2,228	3,000	3,000	3,537
5009700 - Office Supplies	1,316	87	3,568	2,200	2,200	2,862
5009750 - Postage	35	413	1,908	7,000	7,000	4,334
5009800 - Professional Training	1,473	1,250	10,659	16,650	16,650	12,568
5009850 - Legal and Accounting	1,000	1,100	12,561	16,200	16,200	16,432
5009900 - Telephone/Wireless Equipment	833	552	6,516	6,668	6,668	6,300
<b>Total 5009000 - Administrative Expenses</b>	<b>9,515</b>	<b>6,836</b>	<b>66,265</b>	<b>80,138</b>	<b>80,138</b>	<b>77,928</b>
<b>5150000 - Marketing Expenses</b>						
5151000 - Advertising	80,460	225,705	486,863	684,000	684,000	588,427
5151500 - Film Recruitment	-	-	-	1,000	1,000	1,000
5152000 - Opportunity	30,000	31,380	68,235	116,500	116,500	165,871
5152500 - Printed Materials	2,287	16,570	60,106	74,500	74,500	95,794
5153000 - Publicity	3,000	14,900	67,330	145,750	145,750	38,373
5154000 - Sales Expenses	3,663	13,845	137,085	202,500	202,500	219,806
5155000 - Tradeshows/Conventions	-	4,450	60,294	87,390	87,390	65,982
5156000 - Visitor Information Center	733	5,710	9,822	14,800	14,800	4,790
5156500 - Web Site	3,568	7,257	25,539	30,197	30,197	23,832
<b>Total 5150000 - Marketing Expenses</b>	<b>123,711</b>	<b>319,817</b>	<b>915,272</b>	<b>1,356,637</b>	<b>1,356,637</b>	<b>1,203,874</b>
<b>Total Expense</b>	<b>161,106</b>	<b>359,426</b>	<b>1,399,460</b>	<b>1,864,000</b>	<b>1,864,000</b>	<b>1,680,793</b>
	<b>(161,099)</b>	<b>(359,426)</b>	<b>468,483</b>	<b>0</b>	<b>-</b>	<b>99,392</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	468,483	629,446	99,392
NAIA Tournament	-	7,846	1,006
TBEX	-	-	101,000
Unearned Revenue	17,774	-	973,049
Contract Reserves	1,103	-	45,989
BOD Restricted	324,019	294,019	218,627
<b>Total Cash</b>	<b>811,378</b>	<b>931,311</b>	<b>1,439,062</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	3	7	4	3	17	\$1,157,625	28	61%
Room Nights	124	2,190	1,101	1,730	5,145		7,900	65%

Citywide Sports and Sports Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY19
Sport Bookings	4	10	7		21	\$3,453,750	20
Room Nights	1,005	3,335	11,010		15,350		21,895

Pending Meeting & Convention, Sports, and Citywide Bookings

Pending	2	10	15	2	29	8,681,850	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	4		12	20	60%
	38	63	87		188	200	94%

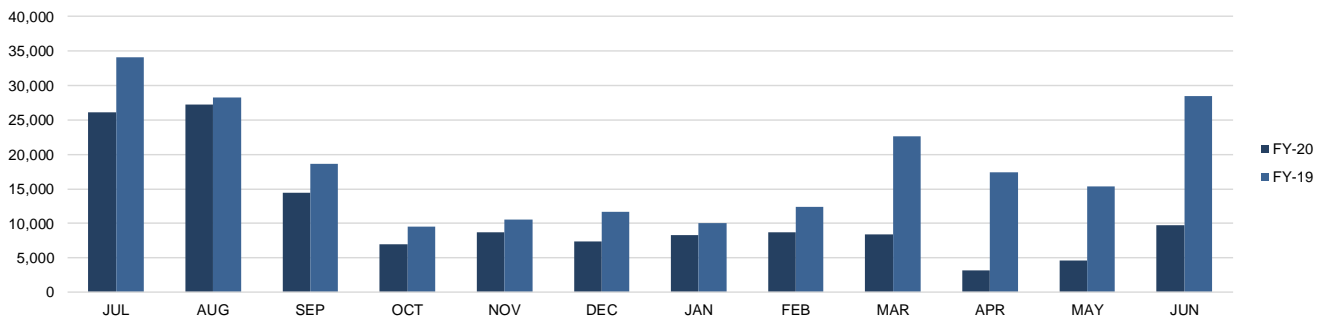
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY19
Group Servicing	25	9	2			36
Sports Servicing		1	3			4
Visitor Packets	3,181	1,515	3,107		1,888	9,691
						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	8,729	8,358	3,175	4,651	9,736	133,915
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	108	140	66	157	109	2,394	2,446
Reach	153,600	28,500	218,900	198,700	301,000	324,100	276,100	150,600	334,500	83,500	68,500	198,300	2,336,300	1,073,803
Value	47,500	23,500	91,500	62,400	138,600	268,300	52,400	20,500	153,100	15,100	10,900	65,400	\$949,200	\$782,700



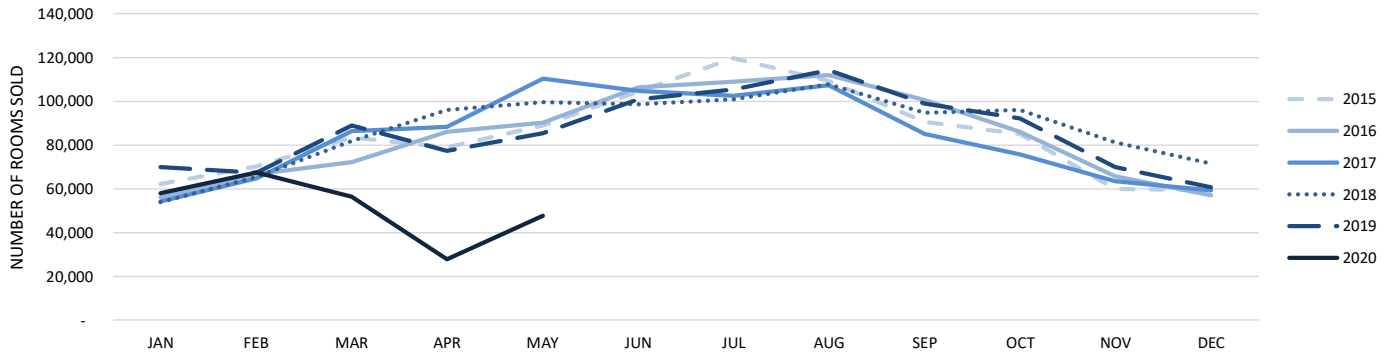
**AVIATION PASSENGERS**

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	134,661	118,766	88,598	9,869	351,894
Total Enplanements	133,078	118,319	90,469	11,101	352,967

**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

Percent Change													
2020	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	-12.1	6.5	-32.2	-58.1	-36.6								-26.5
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	30.3	2.9	8.2	-19.9	-14.6	2.4	4.6	5.8	4.3	-4.3	-14.9	-16.4	-1
Number of Rooms Sold													
2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	58,003	67,317	56,347	27,914	47,845								257,426
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	105,528	114,107	98,844	92,041	70,038	60,630	1,027,881

**BILLINGS ROOM ROOM DEMAND 2015-PRESENT**



**OCCUPANCY REPORT**

YTD OCCUPANCY			CURRENT MONTH OCCUPANCY		
LOCATION	2020	2019	LOCATION	2020	2019
Billings, MT	39.8%	54.9%	Billings, MT	37.0%	58.5%
Montana	36.2%	50.2%	Montana	30.8%	60.3%
United States	43.3%	64.3%	United States	33.1%	68.6%
Bozeman, MT	51.3%	69.3%	Bozeman, MT	31.6%	72.5%
Missoula, MT	36.0%	52.0%	Missoula, MT	33.6%	69.4%
Rapid City, SD	31.4%	43.8%	Rapid City, SD	34.3%	58.5%
Sioux Falls, SD	39.7%	59.9%	Sioux Falls, SD	27.6%	68.1%
Bismarck, ND	38.4%	58.2%	Bismarck, ND	30.7%	62.1%
Boise, ID	45.2%	67.3%	Boise, ID	33.3%	75.8%
Madison, WI	37.0%	59.2%	Madison, WI	26.2%	66.0%
Helena, MT	32.9%	56.7%	Helena, MT	26.0%	62.8%
Great Falls, MT	38.5%	51.4%	Great Falls, MT	32.0%	54.3%

**Current Month Occupancy**

