

On behalf of the Billings Tourism Business Improvement District (BTBID) Board of Directors and staff, thank you for your support during the last nine years. Billings, as a tourism destination, has evolved into a strong competitor in the leisure, sports, meetings and group tour markets, while Visit Billings has grown into a vibrant and vital destination marketing organization (DMO) because of the BTBID assessment. This progression would not have been possible without you, our stakeholder.



Visit Billings is a leading brand comprised of the BTBID and the Billings Convention and Visitors Bureau (CVB) and is managed by the Billings Chamber of Commerce. **The mission of Visit Billings is to generate room nights for lodging facilities in the city of Billings by effectively marketing the region as a preferred travel destination.** The Visit Billings team is an extension of you, our stakeholders, working to provide sales, services and marketing support to the local hospitality industry and is committed to growing visitation at Montana's Trailhead.

As we look at the mission of the next ten years of the BTBID, it's important to recognize how far we have come in our recruitment and marketing efforts, but also as a destination that can now successfully play, and win, against our competitive set. We hope you'll enjoy the timeline which offers highlights of Visit Billings' strategies and wins. Each were possible only because of BTBID funding, stakeholder support and the efforts of our team.

In 2007, our tourism marketing dollars averaged \$225,000. Regional competitive cities like Rapid City, SD; Boise, ID; Madison, WI and Cody, WY were spending millions. We had one staff member, a shared website with the Billings Chamber of Commerce and no funds allowing us to support our partners. The BTBID changed the game for your property and the local tourism industry. Today, with all properties assessing \$2.00/occupied room night, tourism funding for Montana's Trailhead is \$2.2 million. We market Billings as a highly competitive destination with a top-notch, knowledgeable, experienced and customer-service focused team. Please note the graphics that allude to market growth since the inception of the BTBID.

Last year, 11.6 million people visited Montana. Millions made Billings part of their itineraries. There are 55 hotels and nearly 4,850 guest rooms citywide served by the BTBID. 2027 is right around the corner. We are ready to continue being competitive, supporting hotels, filling guest rooms, ensuring visitors make memories, and growing relationships with tourism partners locally, regionally, nationally and worldwide, all while the city continues to evolve as a premiere destination leading to some of the world's greatest landmarks and landscapes.

It's important funding is not interrupted and we can continue to recruit conventions, rallies, groups, leisure visitors and sports tournaments which support you and grow the local economy. Please sign and return the petition as soon as possible. If you have questions, please reach out to me: Alex@VisitBillings.com.

The BTBID renewal process is of vital importance to our industry's viability. BTBID funds are responsible for more than 80% of our operating budget. We're requesting you sign this petition to re-new the BTBID to allow us to continue building Billings as a destination, and as a community where your property and your employees thrive. Although we still have one year remaining of the ten-year BTBID term, we want to ensure funding so we can seamlessly maintain marketing and strategic efforts. Your support is paramount to success. Thank you.

Kindly,

Alex Tyson, IOM

Executive Director, Visit Billings