



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
June 13th, 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.
- III. Approval of May Board Meeting Minutes – R. Spence – Pages 3-4.....ACTION
- IV. Approval of May Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 5-7.....ACTION
- V. New Business.....8:35- 9:05
 - a. Board FY20 Executive Committee – A. Tyson.....ACTION
 - b. State Lodging Facility Use Tax Increase – S. Wahrlich
- VI. Old Business.....9:05-9:15
 - a. USS Billings Update – R. Spence
- VII. Partner Update.....9:15-9:20
 - a. Chamber of Commerce – Sean Lynch, Chamber Board/TBID Board Liaison
 - b. YCLA Update
- VIII. Board Comments.....9:20-9:25
- IX. Adjournment – R. SpenceACTION
- X. Visit Billings Grant Interviews.....9:30-11:00

Next Meeting: Thursday, July 11th



Managed by the Billings Chamber



**TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
Visit Billings Grant Application Interviews
June 13th, 2019
BILLINGS CHAMBER BOARD ROOM – 9:30 AM**

The purpose of this program is to increase visitation at Montana's Trailhead and support Billings' lodging partners. Other partners such as local retailers, restaurateurs, transportation businesses, and tourism attractions also benefit from increased visitation. The execution of Visit Billings grant funding must be in line with the Tourism Business Improvement District's (TBID) mission to generate room nights for lodging facilities in the City of Billings, Montana by effectively marketing the region as a preferred travel destination.

- I. A 1920's Evening – Billings Symphony Orchestra and Chorales – Sam Carl.....9:30-9:45
- II. The NILE Stock Show and Rodeo – Northern International Livestock Exposition – Jennifer Boka9:45-10:00
- III. MINT Film Festival – MINT Film MT – Brian Murnion10:00-10:15
- IV. Vintage Markets – Rescued and Reclaimed – John Hamrell.....10:15-10:30
- V. Coulson City Cemetery Project - Shelli Mann.....10:30- 10:45
- VI. Board Discussion.....10:45-11:00



BOARD OF DIRECTORS MINUTES – May 16, 2019

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

Board Members Absent:

Ex-Officio Member Present: Sean Lynch

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

Others Present: Ginny Hart with Residences Inn, Stacy Lind and Autumn Albert with Erck Hotels

Call to Order

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

Public Comment

Alex informed the Board that Luke was hired as the West High Varsity Soccer Head Coach position. Luke expressed his excitement and let the Board that he will still maintain his position at Visit Billings.

Alex informed the Board that Alyssa had received a Scholarship for the Institute for Organizational Management. Alyssa revealed that she received a \$750 scholarship as well as received dollars due to attending two classes in a year. She will be attending IOM in Los Angeles CA in July of this year.

Alex let the Board know the new Visit Billings website was up and functioning as of this week. She encouraged the Board to go take a look.

Approval of Board Minutes

Request for a motion to approve the April Minutes.

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

Approval of Financial & Variance Reports

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

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

New Business

Boothill Cemetery Project Information – Shelli updated the Board on the project taking place at Boothill Cemetery. They are currently waiting for the final reports but there have been 150 graves identified.

FY20 Executive Committee Discussion (FY20 Treasurer) – Alex updated the Board on the FY20 Executive Committee voting process that will take place at the June meeting.

Old Business

Coulson Park Master Planning Update – Shelli updated the Board on the progress happening with the Coulson Park Master plan. They have identified focus groups across town to glean information from to aid in the process.

Visit Billings Summer Media Campaign – Aly presented the FY19 Summer campaign goals to the Board. She discussed tracking, target markets, digital placements, Search and Social, and the new visitbillings.com.

Legislative Summary – Dan presented the Legislative Wrap up and gave an overview of what took place during the legislative session.

Trail Guides and TTA Update – Alyssa gave an update of the TTA program that took place this week. She expressed how important and crucial this training is as there were attendees who were very negative about Billings. Alyssa walked the Board through the concept deck for the new Trail Guides program and what this in-person, resource library, and email correspondence will change the way Visit Billings interacts with frontline staff and residences.

Summer Grants Information – Alyssa reminded the Board that the Visit Billings Grant program is open. She informed the Board that the June meeting will be a busy one as they are interviewing all qualified applicants.



Partner Update

Chamber of Commerce - Sean discussed elections matter and public safety. He also invited the Board to come be a part of the Chamber Ag Tour and Chamber Open.

YCLA Update- Ginny discussed the success of the highway clean up event. She also let the Board know that YCLA will be hosting different trainings in the near future.

Board Comments

Ron inquired about the Sports Facility meeting. Dan gave an overview of conversions taking place and what the next steps will be.

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

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of May 31, 2019

Revenue over expenses is \$2,857 under budget.

Revenue is \$5,825 over budget from assessments and interest income.

- *The outstanding amount of \$6,694 (1 property) was received and deposited June 4th, this payment will be reflected in the June financials.*
- *Per Board approval, \$25,000 from the increase in assessments was used to help fund the 406 Impact District and USS Billings.*

Expenses are \$8,682 over budget.

- Staff Expenses are \$5,430 over budget due to staffing changes.
- Administrative Expenses are \$3,649 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 \$2,406 from anticipated mailings. Requests for mailings will increase over the last few months with the new visitor guide.
 - Meetings is under budget \$1,410.
- Marketing Expenses are \$6,901 over budget from the following:
 - Advertising is under budget \$2,982.
 - General Opportunity is \$326 under budget.
 - Printed Materials is over budget \$1,746 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 \$947.
 - Sales Expense is over budget \$3,175 from sports hospitality as we assisted additional sporting event (Class B & C) this year.
 - Tradeshows/Conventions is over budget \$3,602 from anticipated registration and travel costs.
 - Visitor Information Center is over budget \$398 from the volunteer appreciation luncheon.
 - Website is over budget \$2,233.

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

	CURRENT MONTH		YEAR TO DATE		2018-19 Annual Budget	LAST YEAR
	Actual	Budget	May 2019 Actual	May 2019 Budget		May 2018 Actual
Income						
4001100 - TBID Assessments	-	-	1,767,625	1,766,800	1,750,000	1,887,703
4001500 - Miscellaneous Income	671	-	5,000	-	-	1,350
Carryover from 2017-2018	-	-	-	-	-	-
Total Income	<u>671</u>	<u>0</u>	<u>1,772,625</u>	<u>1,766,800</u>	<u>1,750,000</u>	<u>1,889,053</u>
Expense						
5001000 - Staff Expenses						
5007000 - Wages	25,260	23,625	286,877	281,233	304,858	266,455
5007100 - FICA Expense	1,850	1,830	20,617	20,999	22,829	19,207
5007200 - Unemployment Expense	281	350	2,637	3,850	4,202	2,802
5007400 - Health & Accident Expense	3,596	3,061	34,801	33,515	36,569	28,814
5007500 - Retirement Expense	1,674	1,654	19,890	19,913	21,567	18,459
5007700 - Workers Compensation Expense	153	135	1,603	1,485	1,620	1,545
5007800 - Staff Employment Expense	-	-	-	-	-	-
Total 5001000 - Staff Expenses	<u>32,813</u>	<u>30,655</u>	<u>366,425</u>	<u>360,995</u>	<u>391,645</u>	<u>337,282</u>
5009000 - Administrative Expenses						
5009200 - Computers	1,878	411	10,997	9,529	16,540	11,449
5009300 - Equipment & Repair Expense	198	355	2,324	3,905	6,760	5,504
5009500 - Liability Insurance	-	-	2,343	2,300	2,300	2,095
5009600 - Meeting Expenses	1,811	1,259	11,089	12,499	13,350	10,358
5009650 - TBID Communications	3,050	3,000	3,537	3,700	3,700	4,528
5009700 - Office Supplies	26	95	2,835	2,740	2,740	2,753
5009750 - Postage	349	417	2,981	5,387	9,000	5,611
5009800 - Professional Training	722	550	7,715	7,605	12,400	9,258
5009850 - Legal and Accounting	-	-	15,932	15,600	16,700	13,253
5009900 - Telephone/Wireless Equipment	393	513	5,507	5,643	6,156	5,392
Total 5009000 - Administrative Expenses	<u>8,426</u>	<u>6,600</u>	<u>65,259</u>	<u>68,908</u>	<u>89,646</u>	<u>70,201</u>
5150000 - Marketing Expenses						
5151000 - Advertising	31,018	32,400	466,502	469,484	652,500	569,935
5151500 - Film Recruitment	1,000	1,000	1,000	1,000	1,000	-
5152000 - Opportunity	6,475	6,475	50,099	50,425	165,709	128,598
5152500 - Printed Materials	678	305	72,531	70,785	97,500	33,254
5153000 - Publicity	1,921	2,125	27,423	28,370	47,000	85,286
5154000 - Sales Expenses	8,448	8,415	219,425	216,250	216,500	118,552
5155000 - Tradeshow/Conventions	2,844	3,500	60,602	57,000	57,000	70,639
5156000 - Visitor Information Center	1,881	2,000	4,398	4,000	10,500	2,693
5156500 - Web Site	1,002	-	23,233	21,000	21,000	14,330
Total 5150000 - Marketing Expenses	<u>55,266</u>	<u>56,220</u>	<u>925,215</u>	<u>918,314</u>	<u>1,268,709</u>	<u>1,023,288</u>



Total Expense	96,506	93,475	1,356,899	1,348,217	1,750,000	1,430,771
	(95,835)	(93,475)	415,726	418,583	-	458,282
NAIA Tournament	Month		YTD			
NAIA Tournament Revenue	-		82,151			
NAIA Tournament Expense	-		81,635			
Total NAIA Tournament	-		516			
TBEX Event	Month		YTD			
TBEX Revenue	5,000		54,500			
TBEX Expense	-		-			
Total TBEX	5,000		54,500			

Cash	Current Month	Last Month	Last Year
Unrestricted	417,226	510,561	434,372
NAIA Tournament	1,006	1,006	4,782
TBEX	54,500	49,500	-
Unearned Revenue	10,566	10,566	44,232
Contract Reserves	-	-	-
BOD Restricted	188,627	188,627	50,000
Total Cash	671,924	760,259	533,386





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

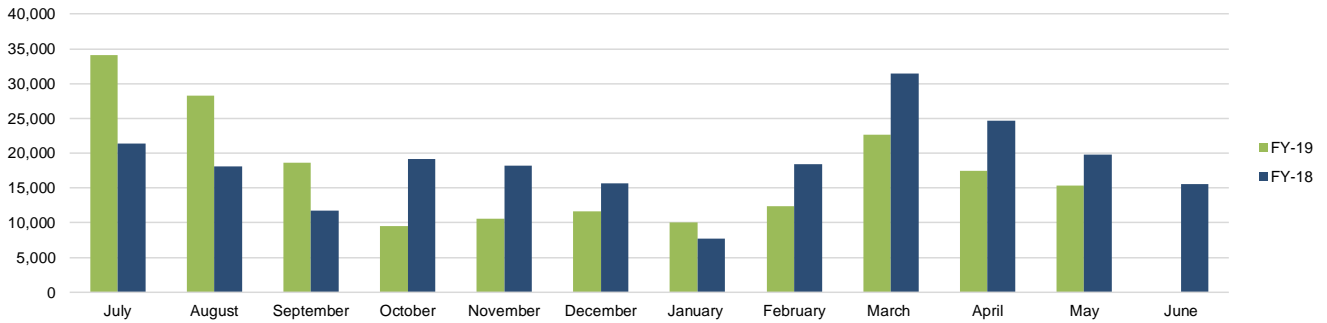
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	20	5	18	3	46	34	135%
Room Nights	10,703	788	13,263	976	25,730	34,000	76%

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	15,365	0	190,584

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	162		2,225
Reach	34,800	54,400	138,400	74,000	101,400	2,903	62,900	191,500	24500	93,500	158,900		937,203
Value	135,300	31,400	67,000	18,600	89,400	48,500	88,500	87,700	45,500	27,700	53,600		\$ 693,200

VISITOR SERVICES

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	13	6	6	3	28
Visitor Packets	4,437	1,212	4,018	2,471	12,138

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

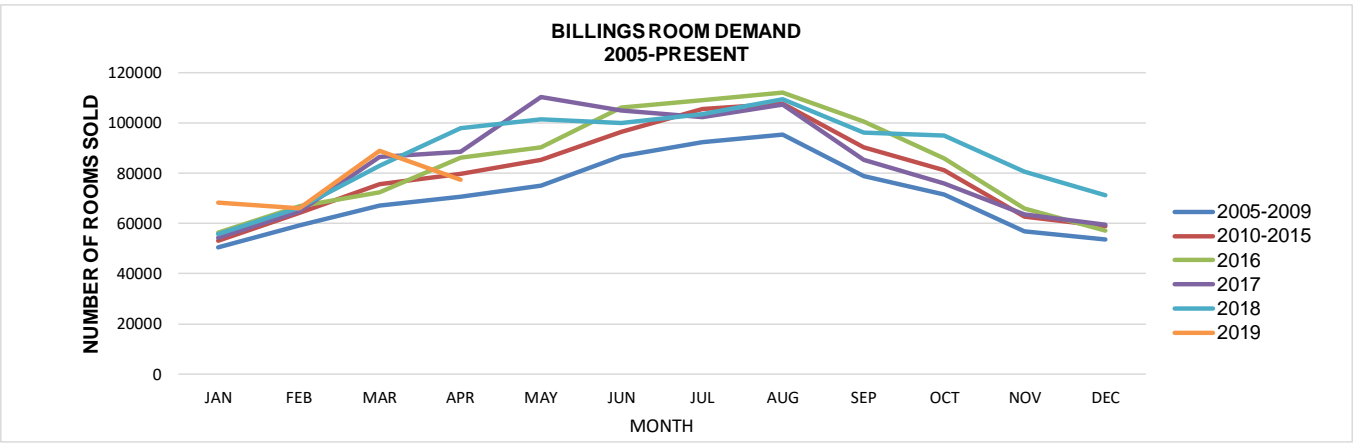


ROOM DEMAND- REPORTED ON CALENDAR YEAR

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	-19.6									5.2
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									300,434
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	53.7%	52.6%
Montana	47.7%	46.7%
United States	63.3%	63.1%
Bozeman, MT	69.2%	62.1%
Missoula, MT	47.7%	50.3%
Rapid City, SD	40.1%	39.0%
Sioux Falls, SD	58.0%	55.0%
Bismarck, ND	57.5%	49.3%
Boise, ID	64.5%	65.6%
Madison, WI	57.3%	57.6%
Helena, MT	56.5%	51.9%
Great Falls, MT	50.7%	51.0%

CURRENT MONTH OCCUPANCY

April			
LOCATION	2019	2018	
Billings, MT	54.7%	68.0%	
Montana	50.3%	51.1%	
United States	68.0%	67.8%	
Bozeman, MT	67.0%	59.3%	
Missoula, MT	59.1%	60.1%	
Rapid City, SD	42.8%	39.3%	
Sioux Falls, SD	60.4%	57.7%	
Bismarck, ND	63.4%	53.1%	
Boise, ID	72.0%	69.5%	
Madison, WI	62.9%	65.6%	
Helena, MT	60.9%	55.7%	
Great Falls, MT	52.9%	50.1%	

Current Month Occupancy

