



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**

April 12th, 2018

BILLINGS 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. TBID Board Documents – A. Voeltz
- IV. Approval of March Board Meeting Minutes – R. Spence – Pages 2-3.....ACTION
- V. Approval of March Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-6.....ACTION
- VI. New Business.....8:45-9:10
 - a. Spring Campaign 2018 – A. Murnion
 - b. FY19 Goals and Strategies – A. TysonACTION
- VII. Old Business.....9:10-9:45
 - a. Updated Bylaws – A. Tyson.....ACTION
 - b. Coulson Park Master Planning Update – A. Tyson
 - c. Sports Facility Feasibility Study & New SBURA Activity – R. Spence
 - d. NAIA 2018 & 2020 – A. TysonACTION
 - e. American Airlines – DFW/BIL Update - J. Brewer
 - f. One Big Sky District Follow Up – J. Brewer
- VIII. Partner Update.....9:45-9:50
 - a. Chamber of Commerce – G. Hart, Chamber Board/TBID Board Liaison
- IX. Board Comments.....9:50-10:00
- X. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: May, 10th 2018



Managed by the Billings Chamber

BOARD OF DIRECTORS MINUTES – March 8, 2018

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

Board Members Absent:

Ex-Officio Member Present: Ginny Hart

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

Others Present: Jeff Schoenhard, Regional Manager, Kelly

Call to Order

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

Public Comment

No Public Comment

Approval of Board Minutes

Request for a motion to approve the February 8, 2018 Board Minutes.

MOTION: Shelli motioned to approve the minutes; Joe seconded; Motion carried.

Approval of Financial & Variance Reports

Request for a motion to approve the February Financial and Variance Reports

MOTION: Steve motioned to accept the February Financial & Variance Reports; Joe seconded; motion carried.

New Business

RFP for Creative Services Awarded - Alex, Aly & Shelli updated the board on the RFP creative services process and the decisions made on final selection. The new agency, BCF, will start April 1. Staff met with prior agency on Monday to start transition to new firm.

Marketing Plan and Budget FY19 - Alex updated the board on the timeline for next year's budget and marketing plans.

The state lodging tax marketing plan is due the last week in April. With the transition, currently in a bind for using dual agencies for 30-45 days for onboarding the new agency and closing out projects with the existing agency. Alex asked if some of the additional revenue could be used to close out projects with AD Creative. Many of these projects would have been spread over this fiscal year and a quarter of next fiscal year. Staff will update board before allocating those dollars.

Meeting Planner Familiarization Tour 2018- Stefan updated on the small meeting FAM tour that is scheduled for June 13-16. Invitations were sent out to 35-37 different planners with 5 already confirmed. The goal is to have 10-15 planners with hope to see some booked events from that event. Updates will be provided in the upcoming weeks. Staff will be hosting tour operators with a pre-fam prior to the RMI conference in Kalispell. Operators will be in Billings April 5-7.

MOTBD Research Projects - Steve shared information on MOTBD's research projects. Resident travel will be done sometime in June and is looking to update research every other year between resident and nonresident spending. It was noted that nonresident travel will need to monitor how much business is coming from Air BNBS.

Ravalli County TBID- Steve updated the board on the current legal situation with Ravalli County's TBID. The TBID is being sued by one of the shareholders due to their understanding that the governing body was to ensure the TBID would increase everybody's business within that area.

Old Business

Upcoming Travel & Adventure Shows – Aly informed the Board of the upcoming Travel and Adventure tradeshow in Denver. Due to the large response from sponsoring the booth in LA, she was contacted about sponsoring the booth again in Denver.

TBID Bylaws – Alex provided an update on the revisions to the TBID bylaws. She noted that the director qualifications will be revised to align ourselves with City of Billings and City Charter as well as the core competency qualifications needed for the directors.

NAIA 2018 – Alex shared that the NAIA has asked the TBID to consider hosting the tournament again in 2020. The TBID has committed already to 2019. Alex asked board members to go to the games and see what this tournament does to the community. This will be added to the agenda next month for board decision.

Sports Feasibility Study – Alex updated the board that the study was supposed to be released on the 6th but due to hang-ups it was rescheduled. The group will meet tomorrow to go over the next final draft. A public event to release and discuss the study is tentatively scheduled for Monday 19th from 3:00-5:00. Staff will let the Board know when it becomes official. Alex reminded the Board that this study helps the TBID with our sports sales and marketing goals.

ACHL Hockey – John provided an update on the Professional Hockey League (ACHL) and possible Metra partnership. The ACHL approached the Metra and would like to come to Billings with a team but currently the Metra no longer has ice making capabilities. The Chamber Board sent a letter to the Metra Park advisory board and county commissioners to do their due diligence and research what this kind of opportunity would do for the community.

MOTION: Shelli motioned for the TBID Board to send a letter to the commissioners and Metra Park advisory board to support the process for looking at bringing ice back to the Metra; George seconded; motion carried. Staff will also send contact information in case others may want to send a letter of support as well.

Convention Center – John updated the Board on the One Big Sky Center contract/agreement that will be brought to the strategic partners to sign within the next month. This contract defines the duties of support and financial commitment. John noted that there is a lot of misinformation out there and before construction can or will begin research will be done by Hammes Company.

Motion was made and seconded to adjourn the meeting. Meeting adjourned at 10:24 a.m.

Submitted by Megan Stevenson

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of March 31, 2018

Revenue over expenses is \$189,619 over budget

Revenue is \$153,642 over budget from assessments and interest income.

- Total Assessments is over budget \$152,703
 - \$44,550 was from assessments that were outstanding from the previous fiscal year. A portion of these have been allocated.
 - The FY2018 assessments are over budget \$108,153.

Expenses are \$35,977 under budget.

- Staff Expenses are \$7,589 under budget from anticipated staffing changes. *Savings from staff expenses from the past 6 months will be used to increase leisure advertising.*
- Administrative Expenses are \$5,746 under budget.
 - Computers and Equipment is over budget \$850.
 - Meetings is under budget \$1,560.
 - Office Supplies and Postage are under budget \$3,566.
 - Legal & Accounting is under budget \$1,497 from the audit.
- Marketing Expenses are \$22,641 under budget from the following:
 - Advertising is currently right at budget. Anticipated expenses are expected to ramp up the next few months for the summer campaign as we transition to new ad agency.
 - Opportunity is under budget \$4,254 from the remaining balance of the ad words refund. The refund was applied to open invoices (projects) currently held with AD Creative as transition begins to the new ad agency.
 - Printed Materials is under budget \$252 from promotional materials.
 - Publicity is under budget \$185 from sponsorship opportunities.
 - Sales Expense is under budget \$3,008 from sports hospitality.
 - Tradeshows is under budget \$6,304 due to anticipated travel/registrations expenses.
 - Website is \$8,790 under budget due to timing of when work is performed and necessary.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
March 2018**

	CURRENT MONTH		YEAR TO DATE		2017-18 Annual Budget	LAST YEAR
	Actual	Budget	Mar 2018 Actual	Mar 2018 Budget		Mar 2017 Actual
Income						
4001100 · TBID Assessments	25,061	-	1,887,703	1,735,000	1,735,000	1,771,899
4001500 · Miscellaneous Income	108	-	939	-	-	1,572
Carryover from 2016-2017	-	-	-	-	6,906	63,953
Total Income	25,169	0	1,888,642	1,735,000	1,741,906	1,837,424
Expense						
5001000 · Staff Expenses						
5007000 · Wages	22,395	21,568	221,132	226,666	291,372	212,966
5007100 · FICA Expense	1,673	1,786	15,819	17,120	22,438	16,096
5007200 · Unemployment Expense	425	350	2,065	3,150	4,202	2,154
5007400 · Health & Accident Expense	2,606	2,564	23,597	22,884	30,736	22,952
5007500 · Retirement Expense	1,560	1,563	15,034	15,465	20,370	12,798
5007700 · Workers Compensation Expense	140	135	1,265	1,215	1,620	1,280
5007800 · Staff Employment Expense	-	-	-	-	-	50
Total 5001000 · Staff Expenses	28,799	27,966	278,911	286,500	370,738	268,295
5009000 · Administrative Expenses						
5009200 · Computers	1,385	3,063	10,431	10,712	14,462	5,742
5009300 · Equipment & Repair Expense	934	250	4,881	3,750	4,500	2,399
5009500 · Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 · Meeting Expenses	579	711	7,134	8,695	11,825	9,851
5009650 · TBID Communications	-	-	4,528	4,500	16,600	6,081
5009700 · Office Supplies	286	208	2,438	3,156	3,780	3,110
5009750 · Postage	628	895	5,057	7,905	10,000	5,142
5009800 · Professional Training	2,170	2,000	9,258	9,000	10,500	4,536
5009850 · Legal and Accounting	1,100	550	13,253	14,750	14,750	11,771
5009900 · Telephone/Wireless Equipment	776	498	4,428	4,482	5,976	3,985
Total 5009000 · Administrative Expenses	7,856	8,175	63,503	69,250	94,693	54,711
5150000 · Marketing Expenses						
5151000 · Advertising	12,166	17,034	457,201	457,075	595,875	538,136
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	35,885	5,000	79,646	83,900	270,000	313,513
5152500 · Printed Materials	3,553	3,000	19,073	19,325	44,700	57,076
5153000 · Publicity	84	1,200	80,015	80,200	124,750	23,584
5154000 · Sales Expenses	4,512	8,200	72,992	76,000	137,500	110,365
5155000 · Tradeshows/Conventions	16,362	17,900	55,901	62,205	69,250	37,562
5156000 · Visitor Information Center	-	-	2,525	2,500	7,500	15,605
5156500 · Web Site	-	3,375	9,560	18,350	25,900	17,341
Total 5150000 · Marketing Expenses	72,563	55,709	776,914	799,555	1,276,475	1,113,181



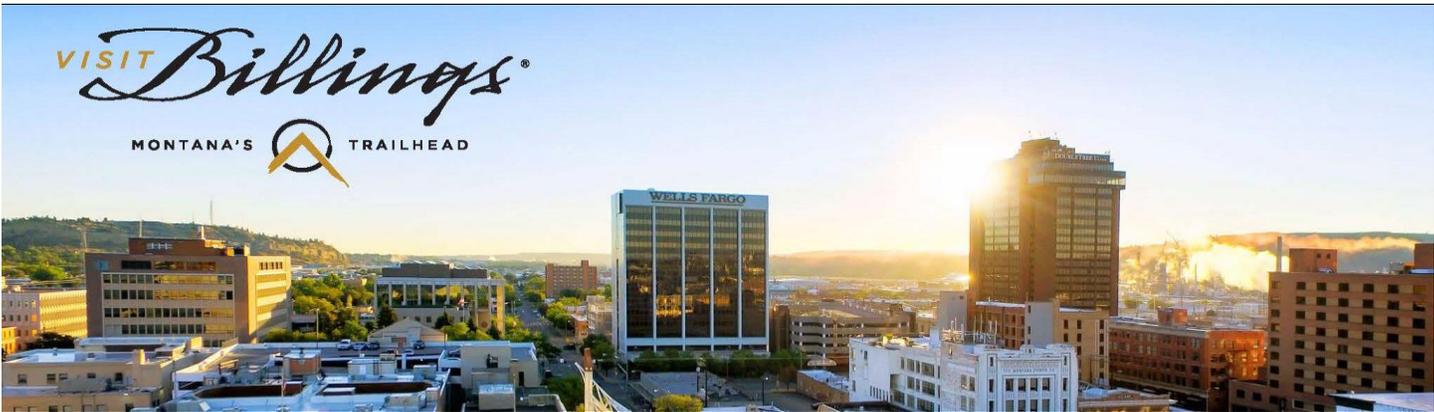
Total Expense	109,218	91,850	1,119,328	1,155,305	1,741,906	1,436,187
	(84,049)	(91,850)	769,314	579,695	0	401,236

*** Increase in TBID Assessments due to receiving outstanding assessments from prior fiscal year.*

NAIA Tournament	Month	YTD
NAIA Tournament Revenue	55,700	84,602
NAIA Tournament Expense	11,574	14,786
Total NAIA Tournament	44,126	69,816
MTOTBD Air Service Grant:	Month	YTD
Air Service Grant Revenue	-	50,000
Air Service Grant Expense	-	50,000
Total NAIA Tournament	-	-

Cash	Current Month	Last Month	Last Year
Unrestricted	750,201	922,306	399,376
NAIA Tournament	69,816	25,690	76,803
Unearned Revenue	9,286	9,286	-
Contract Reserves	-	-	-
BOD Restricted	50,000	50,000	175,000
Total Cash	879,303	1,007,281	651,179





**VISIT BILLINGS PACE REPORT
JULY 1, 2017 - JUNE 30, 2018**

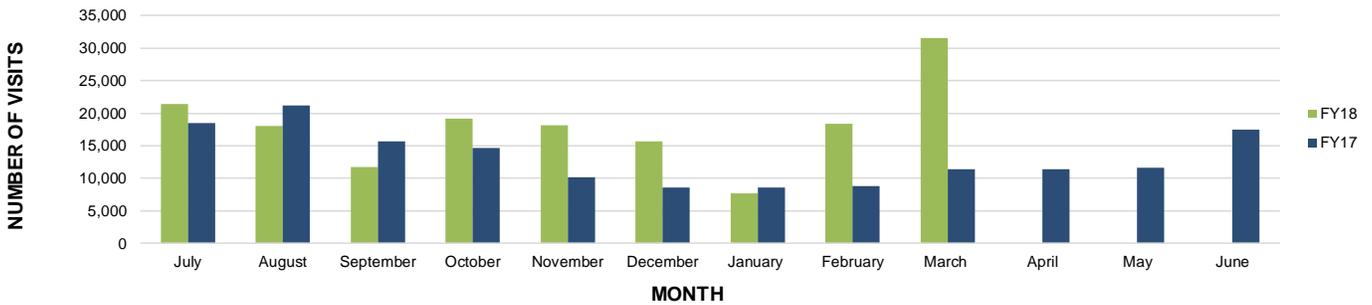
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	4	20	6	0	30	44	68%
Room Nights	8,290	6,258	8,630	0	23,178	34,000	68%

WEBSITE TRAFFIC

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	175,000
Actual	21,385	18,097	11,766	19,158	18,186	15,636	7,677	18,410	31,497	0	0	0	161,812

VisitBillings.com Visits



*Does not include Winter-in-Montana.com visits

VISITOR SERVICES

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	10	2	4	0	16
Visitor Packets	2,372	2,084	12,157	0	16,613

AVIATION PASSENGERS

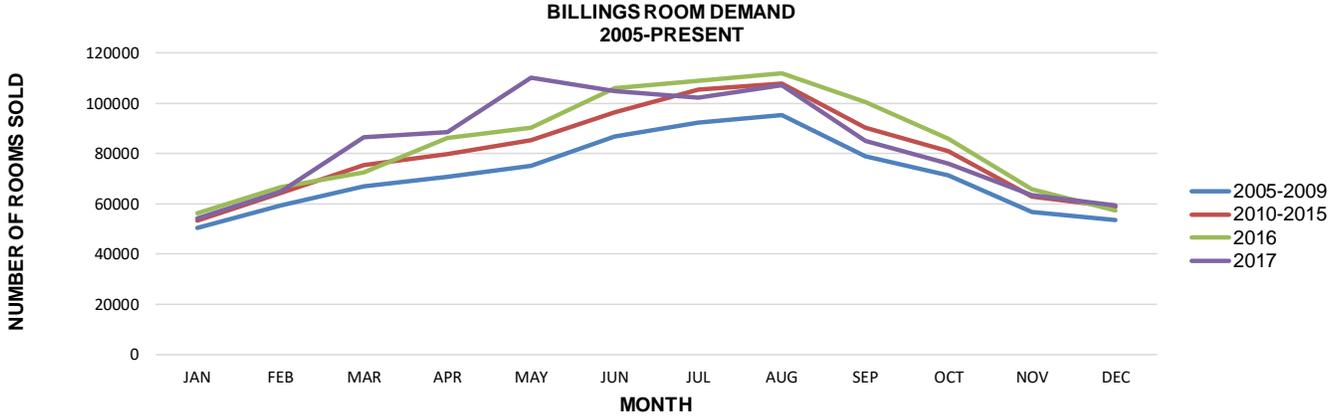
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	122,354	68,486	0	0	190,840
Total Enplanements	123,964	69,067	0	0	193,031

ROOM DEMAND- REPORTED ON CALENDAR YEAR

Percent Change

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
2018 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2018 Actual	-0.1	2.5											1.2
2017 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2017 Actual	-3.3	-2.1	19.6	2.8	22.8	-1.4	-5.8	-4.2	-15.3	-11.7	-3.5	4.4	0.2

Number of Rooms Sold													
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	55,804	66,133											
2017	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	54,284	64,884	86,507	88,418	110,170	104,805	102,391	107,292	85,143	75,859	63,467	59,364	83,549



OCCUPANCY REPORT

YTD OCCUPANCY PAST 12 MONTHS		
LOCATION	2018	2017
Billings, MT	42.0%	41.6%
Montana	42.4%	42.4%
United States	57.9%	57.3%
Bozeman, MT	59.9%	58.7%
Missoula, MT	41.8%	40.8%
Rapid City, SD	36.2%	36.4%
Sioux Falls, SD	49.8%	52.0%
Bismarck, ND	45.4%	64.9%
Boise, ID	59.6%	61.9%
Madison, WI	52.0%	52.4%
Helena, MT	47.5%	51.7%
Great Falls, MT	46.6%	51.0%

CURRENT MONTH OCCUPANCY January		
LOCATION	2018	2017
Billings, MT	48.8%	47.6%
Montana	46.6%	45.9%
United States	61.7%	61.0%
Bozeman, MT	65.2%	67.7%
Missoula, MT	43.9%	44.5%
Rapid City, SD	40.6%	39.9%
Sioux Falls, SD	54.4%	55.9%
Bismarck, ND	47.7%	66.8%
Boise, ID	65.1%	67.7%
Madison, WI	57.9%	57.1%
Helena, MT	50.9%	54.1%
Great Falls, MT	49.3%	53.4%

