



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 11th, 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 March Board Meeting Minutes – R. Spence – Pages 2-3.....ACTION
- IV. Approval of March Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 4-6.....ACTION
- V. Old Business.....8:45-9:10
 - a. South Billings Sports Facility Update – R. Spence
 - i. Presentation: Steve Zeier, South Billings Urban Renewal District
- VI. New Business.....9:10-9:40
 - a. West Billings Marriot Project(s) – S. Cattarin
 - i. Presentation: Ginny Hart, Residence Inn and Guests
- VII. Staff Reports.....9:40-10:10
 - a. Convention Sales FY20 – S. Cattarin
 - b. Spring National and Regional Campaign – A. Murnion
 - c. Trail Guides Latest – A. Voeltz
 - d. Peak Season Preps – L. Ashmore
- VIII. Partner Update.....10:10-10:15
 - a. Chamber of Commerce – Sean Lynch, Chamber Board/TBID Board Liaison
 - b. YCLA Update
- IX. Board Comments.....10:15-10:20
- X. Adjournment – R. SpenceACTION

Next Meeting: Thursday, May 9th



Managed by the Billings Chamber

BOARD OF DIRECTORS MINUTES – March 28, 2019

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

Board Members Absent: Joe Studiner, Lori Walker

Ex-Officio Member Present: Sean Lynch

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

Others Present: Ginny Hart with Residences Inn

Call to Order

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

Public Comment

Alex discussed the opportunity to bid for the MHSA Volleyball bid for November.

Request for a motion to support the bid in the amount of \$10,000.

MOTION: Shelli motioned to approve; Brian seconded; Motion carried

Aly showed the Board a visitor packet she received from an Uber driver here in Billings which has a Visit Billings Guidebook and a letter welcoming them.

Approval of Board Minutes

Request for a motion to approve the amended January Minutes.

MOTION: Brian motioned to amended approve minutes; George seconded; Motion carried

Request for a motion to approve the February Minutes.

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

Approval of Financial & Variance Reports

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

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

New Business

2019 NAIA Women's DI Championship – Alex recapped the 2019 NAIA tournament. She discussed the increase in attendance year over year. She highlighted incredible turnout of students on the Scheels Youth Impact Day and Champions of Character.

FY20 Marketing Planning and Budget – Alex and the Board discussed the goals and budget for Visit Billings for Fiscal year 2020.

Request for a motion to move forward with the TBID Budget planning at \$1.84m in projected revenue.

MOTION: Steve motioned to approve; Shelli seconded; Motion carried

Request for a motion to approve the goals for the FY20 Marketing Plan.

MOTION: Shelli motioned to approve the goals; George seconded; Motion carried

Red Sand Presentation

Georgia with Tumbleweed opened the presentation with information on the 89 cases of human trafficking in Billings in the past three years at Tumbleweed alone. She discussed the importance of awareness that hoteliers need to have to help the fight against human trafficking. Melanie Trip and Scott Cook finished discussing how the Red Sand Project focus is to bring awareness to this growing epidemic.

Old Business

406 Impact Legislation Status – Steve had no update as the bill hadn't received any votes at the time.

Partner Update

Chamber of Commerce - Sean discussed the upcoming Amazing Race at ZooMontana and Chamber Breakfast taking place next week.

YCLA Update- Ginny updated the Board on the upcoming meeting on Wednesday, April 24th at Dan Walt Gardens.

Board Comments

Shelli informed the Board of the project taking place at Boothill Cemetery to help identify where the grave are truly located. She also discussed ZooMontana's newest addition, a sloth.

Shelli made a motion to adjourn the meeting; Brian seconded. Meeting adjourned at 10:30.

Following the adjournment of the scheduled meeting of the TBID Board of Directors, the members went into Executive Session at 10:30 a.m. The Executive Session adjourned at 11:00 a.m.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of March 31, 2019

Revenue over expenses is \$2,509 under budget.

Revenue is \$4,390 over budget from assessments and interest income.

- *There is still a balance of \$6,694 (1 property) that is currently outstanding; staff will continue to monitor payments.*
- *Per Board approval, \$25,000 from the increase in assessments was used to help fund the 406 Impact District and USS Billings.*

Expenses are \$6,899 over budget.

- Staff Expenses are \$1,815 over budget due to staffing changes.
- Administrative Expenses are \$3,969 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 \$2,046 from anticipated mailings. Requests for mailings will increase over the last few months with the new visitor guide.
 - Equipment and Meetings are under budget \$2,266.
- Marketing Expenses are \$9,053 over budget from the following:
 - Advertising is over budget \$733 from billboards.
 - General Opportunity is \$244 under budget.
 - Printed Materials is over budget \$6,738 from general sales materials and the new visitor guide.
 - Publicity is under budget \$400.
 - Sales Expense is under budget \$118.
 - Tradeshows/Conventions is over budget \$3,881 from anticipated registration and travel costs.
 - Visitor Information Center is over budget \$455 from the volunteer appreciation luncheon.
 - Website is under budget \$526.

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

	CURRENT MONTH		YEAR TO DATE		2018-19 Annual Budget	LAST YEAR
	Actual	Budget	Mar 2019 Actual	Mar 2019 Budget		Mar 2018 Actual
Income						
4001100 · TBID Assessments	(25,000)	-	1,767,625	1,766,800	1,750,000	1,887,703
4001500 · Miscellaneous Income	1,507	-	3,565	-	-	939
Carryover from 2017-2018	-	-	-	-	-	-
Total Income	(23,493)	0	1,771,190	1,766,800	1,750,000	1,888,642
Expense						
5001000 · Staff Expenses						
5007000 · Wages	24,814	23,625	236,939	233,983	304,858	221,132
5007100 · FICA Expense	1,855	1,830	16,961	17,339	22,829	15,819
5007200 · Unemployment Expense	379	350	1,999	3,150	4,202	2,065
5007400 · Health & Accident Expense	3,589	3,061	27,728	27,393	36,569	23,597
5007500 · Retirement Expense	1,682	1,654	16,344	16,373	21,567	15,034
5007700 · Workers Compensation Expense	153	135	1,298	1,215	1,620	1,265
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	32,471	30,655	301,268	299,453	391,645	278,911
5009000 · Administrative Expenses						
5009200 · Computers	358	411	7,611	7,807	16,540	10,431
5009300 · Equipment & Repair Expense	175	355	1,910	3,195	6,760	4,881
5009500 · Liability Insurance	-	-	2,343	2,300	2,300	2,095
5009600 · Meeting Expenses	880	1,069	8,161	9,141	13,350	7,134
5009650 · TBID Communications	-	-	150	200	3,700	4,528
5009700 · Office Supplies	316	105	2,803	2,540	2,740	2,438
5009750 · Postage	52	417	2,507	4,553	9,000	5,057
5009800 · Professional Training	438	700	6,994	7,055	12,400	9,258
5009850 · Legal and Accounting	500	550	15,932	15,600	16,700	13,253
5009900 · Telephone/Wireless Equipment	531	513	4,630	4,617	6,156	4,428
Total 5009000 · Administrative Expenses	3,250	4,120	53,039	57,008	89,646	63,503
5150000 · Marketing Expenses						
5151000 · Advertising	44,203	45,500	360,651	361,384	652,500	457,201
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	-	-	31,356	31,600	165,709	79,646
5152500 · Printed Materials	6,997	1,450	69,718	62,980	97,500	19,073
5153000 · Publicity	1,520	1,640	22,290	22,690	47,000	80,015
5154000 · Sales Expenses	23,543	23,400	112,832	112,950	216,500	72,992
5155000 · Tradeshows/Conventions	10,834	10,200	52,531	48,650	57,000	55,901
5156000 · Visitor Information Center	75	-	2,455	2,000	10,500	2,525
5156500 · Web Site	2,279	2,450	19,394	19,920	21,000	9,560
Total 5150000 · Marketing Expenses	89,451	84,640	671,227	662,174	1,268,709	776,914



Total Expense	125,172	119,415	1,025,534	1,018,635	1,750,000	1,119,328
	(148,665)	(119,415)	745,656	748,165	-	769,314
NAIA Tournament	Month		YTD			
NAIA Tournament Revenue	32,293		79,151			
NAIA Tournament Expense	55,917		64,455			
Total NAIA Tournament	(23,624)		14,697			
TBEX Event	Month		YTD			
TBEX Revenue	-		36,000			
TBEX Expense	-		1,500			
Total TBEX	-		34,500			

Cash	Current Month	Last Month	Last Year
Unrestricted	745,601	998,109	750,201
NAIA Tournament	15,187	18,358	69,816
TBEX	34,500	33,500	-
Unearned Revenue	-	-	9,286
Contract Reserves	-	-	-
BOD Restricted	188,627	189,233	50,000
Total Cash	983,914	1,239,201	879,303



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

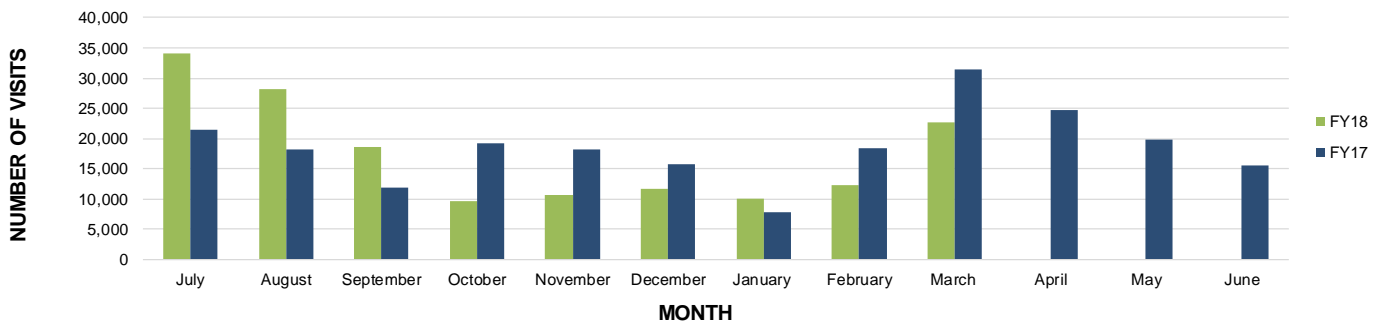
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	20	5	16		41	34	121%
Room Nights	10,703	788	14,775		26,266	34,000	77%

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	0	0	0	157,765

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				1,923
Reach	34,800	54,400	138,400	74,000	101,400	2,903	62,900	191,500	24,500				684,803
Value	135,300	31,400	67,000	18,600	89,400	48,500	88,500	87,700	45,500				\$ 611,900

VISITOR SERVICES

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	13	6	4		23
Visitor Packets	4,437	1,212	4,018		9,667

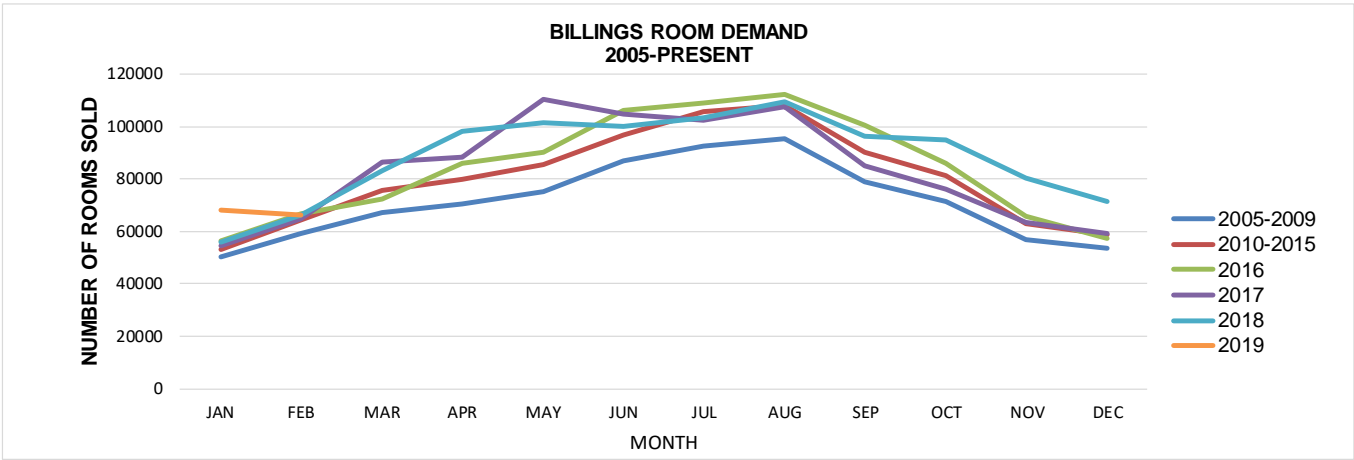
AVIATION PASSENGERS

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	123,964	110,814	63,146		297,924
Total Enplanements	122,354	111,624	61,588		295,566

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%
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	26.1	0.7											13.4
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											134,234
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	48.4%	43.0%
Montana	44.3%	42.3%
United States	58.3%	57.9%
Bozeman, MT	67.5%	60.2%
Missoula, MT	40.8%	42.1%
Rapid City, SD	36.8%	36.2%
Sioux Falls, SD	52.9%	50.0%
Bismarck, ND	52.8%	45.4%
Boise, ID	56.9%	58.9%
Madison, WI	52.7%	52.6%
Helena, MT	51.6%	47.0%
Great Falls, MT	46.3%	46.6%

CURRENT MONTH OCCUPANCY		
February		
LOCATION	2019	2018
Billings, MT	50.1%	49.7%
Montana	46.1%	46.5%
United States	62.2%	61.7%
Bozeman, MT	71.1%	65.5%
Missoula, MT	44.0%	44.2%
Rapid City, SD	40.1%	40.7%
Sioux Falls, SD	57.2%	54.6%
Bismarck, ND	56.7%	47.7%
Boise, ID	61.0%	64.1%
Madison, WI	58.6%	58.5%
Helena, MT	52.5%	49.9%
Great Falls, MT	45.8%	49.1%

