



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

February 19th, 2026 | 8:30 a.m.

BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27TH STREET

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

*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..... 8:30
- II. Public Comment – J. Studiner
 - i. Comments offered regarding items not included on the agenda (3-minute limit/person)
- III. BTBID Partner Updates 8:35
 - i. Billings Chamber of Commerce Monthly Update – Heather McDowell, Billings Chamber BOD Liaison
 - ii. MetraPark Advisory Board Monthly Update- J. Studiner, BTBID Board Liaison
- IV. Approval of January Board Meeting Minutes – J. Studiner(Pgs. 2-5).....ACTION
- V. Approval of January FY26 Financial & Variance Reports – M. Stevenson (Pgs. 6-7) ACTION
 - i. Projected Revenue FY27.....ACTION
- VI. New Business: J. Studiner /A. Eggart.....8:50
 - i. Office Remodel: J. Brewer
 - ii. Daylis Stadium Update: SD2.....ACTION
- VII. Old Business: J. Studiner/A. Eggart.....9:30
 - i. NTTW Tourism Awards Luncheon: A. Eggart
- VIII. Board Comments – J. Studiner
- IX. Adjournment 9:45
- X. Strategic Planning Session

TBID Board of Directors
MEETING MINUTES
January 8, 2026

Board Members Present: Jordan Clayton, George Maragos, Jase Muri, Jeff Schoenhard, Steve Wahrlich

Board Members Absent: Shelli Mann, Joe Studiner

Ex-Officios Present: Heather McDowell, Sibanye Stillwater, Chamber Board Liaison

Ex-Officios Absent:

Staff Present: John Brewer, Dan Brooks, Kyra Cousins, Casey Conlon, Aly Eggart, Maddie Malmstrom, Polly Mulvaney, Marya Pennington, Megan Stevenson

Staff Absent:

Others Present: Becky Meidinger, InterMountain Management; John Smith; Robert Herring

Call to Order: Jeff called the meeting to order at 8:30 a.m.

Public Comment: No public comment was made.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: John informed the board that the next Chamber board meeting will focus on the upcoming jail expansion and SD2 bond, emphasizing the importance of securing community support while noting that the Chamber building remodel remains on track. The events calendar is busy, featuring an Air Service community breakfast, ongoing 250th celebration planning, and the Chamber Ag Banquet on January 30th, which is expected to host 700 to 800 attendees. Looking internationally, Dan is leading a Chamber trip to Spain with another planned for Italy in October, while also hosting a councilmember roundtable locally. Additionally, Heather reported on a successful Montana Chamber legislative event and shared parts of the panel that spoke on tourism in Montana.

MetraPark Advisory Board Monthly Update: Jase shared that the MetraPark Advisory Board will be making changes to their bylaws in the coming months. Casey notified the board that there was no MetraPark Advisory Board meeting in December.

Approval of Board Minutes:

Request for a motion to approve the November meeting minutes.

MOTION: Steve motioned to approve; George seconded. Motion carried.

Approval of Financial & Variance Reports:

Request for a motion to approve the financial and variance reports.

MOTION: Jordan motioned to approve; Jase seconded. Motion carried.

New Business:

ARC Courts MOU: Aly reported that while a motion was anticipated during the TBID Board Meeting, a meeting the day prior determined that one final recommendation must be submitted to the city before the MOU is finalized and signed. A motion for the ARC Courts MOU will be brought to the TBID board at a later date.

Sports Tourism Update: Casey provided a sports tourism update regarding a major national bid for a confidential event that is currently pending a response. Other efforts are underway to secure the MHSА State Baseball tournament. This year marks the tournaments inaugural split into two classes, and Billings is actively bidding to host one of the events.

Old Business:

NTTW Tourism Awards Luncheon: Aly shared that plans are moving forward for the upcoming luncheon and awards ceremony during National Travel and Tourism Week, which is scheduled for May 6th from 11:30 a.m. to 1:30 p.m. at the Pub Station. Marya and Aly are currently developing the award nomination process and will soon request the formation of a board committee to select winners. The event feature table sales and invitations sent to elected officials to highlight the impact of tourism in Billings and the state. This item will remain on the agenda through May for ongoing progress reports.

Board Comments:

Jase shared that he has formed his own exploratory committee with John and Robert to find a secure space for the USBC event that could take place in Billings, 2034.

Jordan shared that he was, unfortunately, not selected to sit on the Billings Parks and Recreation board this year.

Steve started a discussion around a confidential event that Visit Billings could be hosting in partnership with MetraPark.

Adjournment: Steve motioned to adjourn.

Meeting adjourned at 9:25 a.m.

Submitted by K. Cousins

BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF January 31, 2026

Revenue over expenses is \$165,042 under budget.

Revenue is \$230,082 under budget.

- Assessment income is currently \$235,911 under budget. As of the date of this report, 7 properties remain outstanding, with total unpaid assessments of \$190,135. Once these funds are collected, assessment revenue is projected to be \$45,776 under budget.
- Interest income is over budget \$5,829.

Expenses are \$65,040 under budget.

- Staff Expenses are \$57,131 under budget due to a planned position that has not yet been posted.
- Administrative Expenses are \$2,711 under budget.
- Marketing Expenses are \$5,198 under budget.
 - Advertising is under budget \$1,505 from timing of projects.
 - Publicity is over budget \$1,973 from Research.
 - Sales is under budget \$1,314.
 - Tradeshows is under budget \$4,292 due to lower than anticipated travel expenses.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
January 2026**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Jan 2026 Actual	Jan 2026 Budget	2025-26 Annual Budget	Jan 2025 Actual	Jan 2024 Actual
Income							
4001100 · TBID Assessments	511,244	736,000	3,164,089	3,400,000	3,400,000	1,611,768	1,664,290
4001500 · Miscellaneous Income	2,620	1,250	14,579	8,750	15,000	14,785	20,543
Carryover used for budget	-	-	45,000	45,000	45,000	231,000	259,174
Total Income	513,864	737,250	3,223,668	3,453,750	3,460,000	1,857,552	1,944,006
Expense							
5001000 · Staff Expenses							
5007000 · Wages	32,580	39,100	281,940	319,700	526,700	259,855	221,154
5007100 · FICA Expense	2,123	3,100	19,285	25,000	41,000	18,850	16,817
5007200 · Unemployment Expense	391	335	1,263	2,245	3,900	1,261	1,054
5007400 · Health & Accident Expense	6,551	8,890	45,255	54,550	102,600	28,699	23,053
5007500 · Retirement Expense	2,711	3,475	22,180	25,225	42,100	18,228	15,993
5007700 · Workers Compensation Expense	150	200	1,066	1,400	2,400	1,034	929
5007801 · HR Contract	900	900	5,500	5,500	10,000	-	-
5007802 · Chamber Agreement	2,500	2,500	17,500	17,500	30,000	20,000	20,000
Total 5001000 · Staff Expenses	47,906	58,500	393,990	451,120	758,700	347,927	299,000
5009000 · Administrative Expenses							
5009200 · Computers	1,170	1,000	9,262	9,175	21,750	10,770	9,026
5009300 · Equipment & Repair Expense	152	165	1,169	1,175	2,500	899	1,167
5009500 · Liability Insurance	-	-	2,588	2,700	2,700	2,579	2,554
5009600 · Meeting Expenses	2,294	1,750	7,866	7,800	13,000	6,345	5,357
5009650 · TBID Communications	29	50	951	1,000	2,100	89	2,773
5009700 · Office Supplies	580	540	1,874	1,780	4,300	3,623	1,398
5009750 · Postage	199	200	2,459	2,500	5,000	2,058	2,061
5009800 · Professional Training	4,062	4,700	13,661	14,550	28,150	6,552	6,152
5009850 · Legal and Accounting	266	300	14,701	15,300	24,600	11,950	11,950
5009900 · Telephone/Wireless Equipment	786	755	4,024	5,285	9,100	3,813	3,952
5009950 · Rent	5,700	5,700	40,000	40,000	68,700	-	-
Total 5009000 · Administrative Expenses	15,238	15,160	98,554	101,265	181,900	48,679	46,389
5150000 · Marketing Expenses							
5151000 · Advertising	81,193	81,800	597,795	599,300	859,500	424,188	399,074
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	3,726	2,900	143,949	143,400	799,000	15,792	45,034
5152500 · Printed Materials	41,685	42,000	76,652	77,100	104,000	32,526	73,874
5153000 · Publicity	14,016	14,000	93,773	91,800	188,500	34,074	28,581
5154000 · Sales Expenses	5,169	5,500	102,386	103,700	257,800	73,177	41,212
5155000 · Tradeshows/Conventions	10,709	13,700	109,008	113,300	213,500	50,205	40,673
5156000 · Visitor Information Center	40	-	31,720	31,700	49,100	3,890	3,610
5156500 · Web Site	1,888	2,000	18,819	19,000	47,500	33,774	16,342
Total 5150000 · Marketing Expenses	158,426	161,900	1,174,102	1,179,300	2,519,400	667,627	648,401
Total Expense	221,570	235,560	1,666,645	1,731,685	3,460,000	1,064,233	993,790
Total Net Income	292,294	501,690	1,557,023	1,722,065	-	793,320	950,216

Cash	Current Month	Last Month	Last Year
Unrestricted	1,524,483	1,232,541	799,382
Unearned Revenue	-	-	-
Rebranding Project	14,699	14,699	67,225
CD - Air Service	375,000	375,000	375,000
BOD Restricted	125,447	125,447	125,447
Total Cash	2,039,629	1,747,687	1,367,054
Assessments O/S	190,135	32,344	-

Visit Billings Staff Updates for November 2025

Aly Eggart: Executive Director

As we move through winter, I'm incredibly proud of the work our Visit Billings team continues to do behind the scenes. January brought encouraging momentum with increased room demand, always a positive sign during a traditionally slower season, and our team is hard at work on impactful projects and events designed to keep Billings top of mind year-round.

Looking ahead, we're excited for what's coming this spring across sports, meetings, and celebrations. Nominations are now open for the **TOAST to Billings Hospitality Awards**, and we can't wait to celebrate the people and places that make our destination special. February will also be a busy month as our team represents Billings at Travel & Adventure Shows, air service recruitment conferences, and more. We are also in the process of hiring a Sales Manager; please don't hesitate to reach out if you'd like more information.

Marya Pennington: Marketing Director

The Marketing team is developing Visit Billings' Spring/Summer campaign—refreshing creative, sharpening key messages, and finalizing media plans for the months ahead. We're also prepping for a busy travel show season, with Marya and Maddie attending the Chicago Travel & Adventure Show Feb. 20–22, followed by the Destinations International 2026 Marketing & Communications Summit in Cleveland.

Coming up: **Toast to Billings: Hospitality Awards**, a new celebration of excellence in service and tourism. Nominations are open now through **March 15, 2026**—help us recognize the people and organizations who raise the bar. Winners will be honored at the **May 6, 2026** luncheon (11:30 a.m.–1:30 p.m.) at **The Pub Station Ballroom**. Tickets are \$60 or \$400 for a table of eight—space is limited, so purchase early.

Maddie Malmstrom: Content Coordinator

The new year is off to a strong start for our digital marketing efforts, with a clear focus on an integrated marketing mix that maximizes the impact of each piece of content across our platforms, such as website, social media, and email. This approach extends content lifespan and reinforces key messages at every visitor touchpoint.

Recent content has highlighted locally loved businesses and experiences to showcase the character and personality of Billings beyond outdoor recreation during the winter season, including [Soda Spots in Billings](#), [Romantic Date Nights](#), and unique businesses like [Yesteryears Antique Mall](#). Upcoming features will spotlight Billings' international food scene and St. Patrick's Day happenings.

Casey Conlon: Sports Tourism Director

February launches one of Billings' busiest seasons for spectator sports. The MHSAA All Class State Wrestling Championships return to First Interstate Arena Feb. 19–21, bringing 1,000+ participants and thousands of fans. It's the first of six consecutive weekends of major arena events, followed by the Eastern A and Southern B basketball divisionals and the MHSAA State AA Basketball Championships in mid-March. Youth wrestling then takes center stage with the AAU State Championships and the Montana Open—two of the region's largest tournaments.

Behind the scenes, sports tourism momentum is building, too. We've identified four new events slated for venues across Billings over the next year, including the soon-to-open Signal Peak Energy Ice Arena and ARC Sports Courts, with construction staying on schedule.

Coming soon: a city-wide sports calendar on the new Visit Billings Sports website—your one-stop hub for the biggest sports events in Billings.

Polly Mulvaney: Group Sales Manager

January was a strong month for Group Sales, with Women in Mining USA selecting Billings to host its April 2027 conference—500+ attendees and an estimated 840 room nights. We're also advancing proposals for the National Conference of State Legislators (2027) and the Joint Meeting of Ichthyologists & Herpetologists (2028), with ZooMontana supporting our bid effort through a short video highlighting a uniquely Billings experience. In addition, we responded to 10 more RFPs and supported upcoming conferences including AIHEC, Montana Rural Water Systems, the Montana Aviation Conference, and Home Improvement Shows.

On the group travel side, we finalized arrangements for an international travel trade workshop with America 4 You in March and assisted Heritage Tours with planning for an August visit.

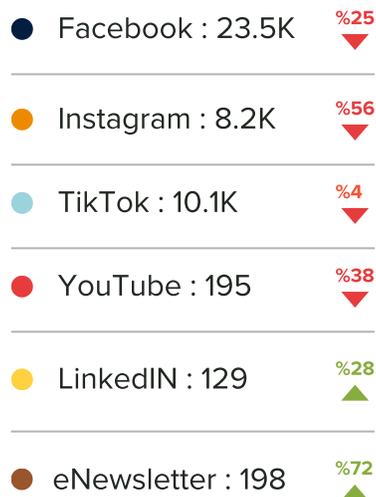
Kyra Cousins: Visitor Services Manager

January was focused on expanding our visitor engagement through two key initiatives: a community-focused educational program and a digital experience designed to meet travelers where they are at. Beyond program development, I've been collaborating with the local brewing committee to assist planning Craft Beer Week. Additionally, I coordinated logistics for our upcoming travel show circuit with Marya and partnered with Casey to streamline logistical planning for sports hospitality.



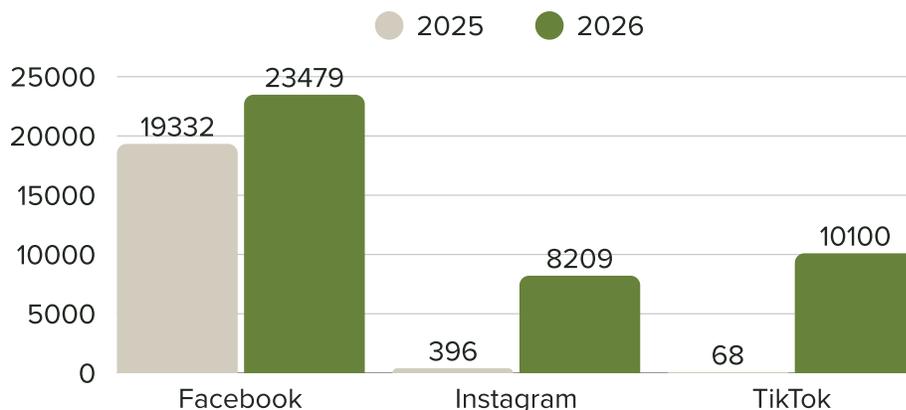
*Compared to previous month

**SOCIAL MEDIA
ENGAGEMENT**



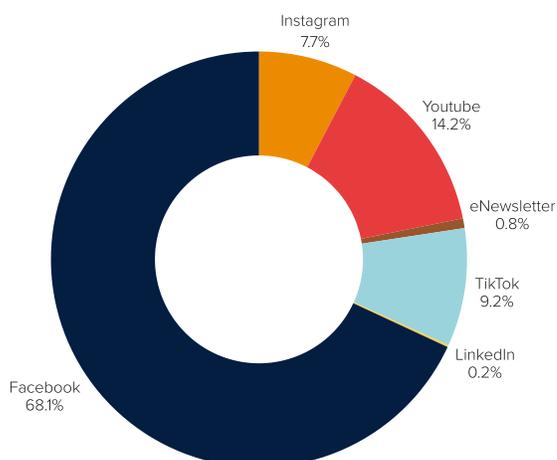
*Compared to previous month

JANUARY ENGAGEMENT BY YEAR



*Compared to previous year

**IMPRESSIONS
BY PLATFORM**



*Includes paid and organic data

TOP PERFORMING POSTS



You don't want to rush...Yesteryears
116k Impressions, 4.4k engagements



You hear that? Blue Angels Flyover
113k Impressions, 3.5k engagements



Must-try soda places in Billings
97k Impressions, 6.1k engagements

Short-form video continues to be the strongest-performing format, driving the highest levels of reach and engagement across platforms.

WEBSITE TRAFFIC

ALL

ORGANIC

SESSIONS

53.5 K ↓ 12%

SESSIONS

3.9 K ↓ 20%

TOTAL USERS

35.7 K ↓ 33%

TOTAL USERS

3.1 K ↓ 22%

VIEWS

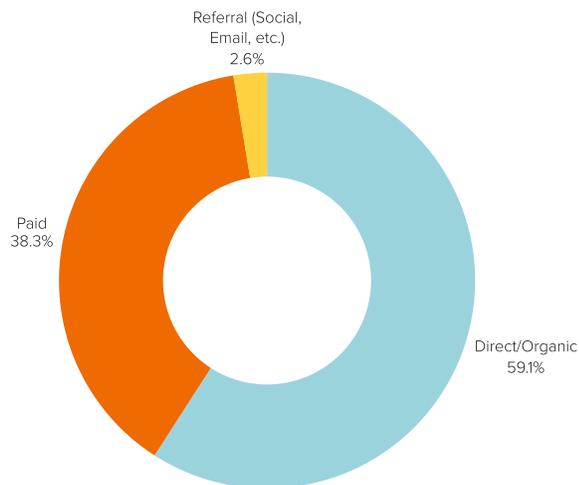
75.7 K ↑ 9%

VIEWS

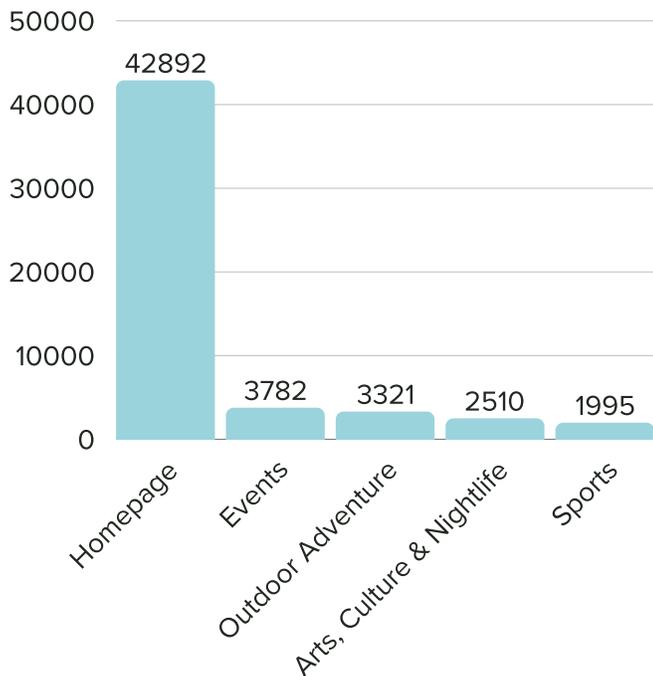
9.1 K ↓ 7%

*Compared to last January

TRAFFIC SOURCES



TOP PAGE VISITS



TOP EVENTS

ZooMontana Holiday Nights	221
Nate Bargatze Big Dumb Eyes	190
The Tina Turner Musical	90
The Magic of Sleeping Beauty	72
Pryor Creek Bourbon Release Party	63

TOP BLOGS

Billings Winter Stage	818
Best Places for Soda	133
Spring into Billings Events	92
Experience Evolving Montana Flavor	71
8 Kid Friendly Spots in Billings	54