



**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT**

**BOARD OF DIRECTORS | REGULAR MEETING AGENDA\***

**January 8<sup>th</sup>, 2025 | 8:30 a.m.**

**BILLINGS CHAMBER OF COMMERCE BOARDROOM | 815 SOUTH 27<sup>TH</sup> 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. Schoenhard..... 8:30
- II. Public Comment – J. Schoenhard
  - 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 December Board Meeting Minutes – J. Schoenhard (Pgs. 2-5).....ACTION
- V. Approval of December FY26 Financial & Variance Reports – M. Stevenson (Pgs. 6-7) ..... ACTION
- VI. New Business: J. Schoenhard /A. Eggart.....9:00
  - i. ARC Courts MOU.....ACTION
  - ii. Sports Tourism Update: C. Conlon
- VII. Old Business: J. Schoenhard /A. Eggart.....9:20
  - i. NTTW Tourism Awards Luncheon: A. Eggart
- VIII. Board Comments – J. Schoenhard
- IX. Adjournment ..... 9:30
- X. Event Grant Cycle Presentation: M. Pennington.....9:30 -10:15
  - i. Grant Presentation Agenda shared separately

**TBID Board of Directors**  
**MEETING MINUTES**  
**December 11, 2025**

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**Board Members Present:** Jordan Clayton, Shelli Mann, George Maragos, Joe Studiner, Jeff Schoenhard

**Board Members Absent:** Jase Muri, Steve Wahrlich

**Ex-Officios Present:**

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

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

**Staff Absent:**

**Others Present:** Lacey Gardner, Boothill Inn & Suites; Tiffany Finnicum, DoubleTree by Hilton; Brian Van Steeland, Summers McNea

**Call to Order:** Jeff called the meeting to order at 8:32 a.m.

**Public Comment:** No public comment was made.

**BTBID Partner Updates:**

**Billings Chamber of Commerce Monthly Update:** John shared the floor plan of the Chamber building with the board and informed them that the finance committee gave the go ahead on a full renovation of the first floor.

Dan informed the board that the city councilmembers and the Chamber are coming together on January 21 to discuss initiatives on how to assist each other for the upcoming calendar year.

**MetraPark Advisory Board Monthly Update:** No monthly update was made.

**Approval of Board Minutes:**

Request for a motion to approve the November meeting minutes.

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

**Approval of Financial & Variance Reports:**

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

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

**Approval of the 2025 Audit and Tax Return:**

Request for a motion to approve the 2025 audit and tax return.

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

**New Business:**

**NTTW Tourism Awards Luncheon:** Aly shared that the TBID and Visit Billings team will be going forward with a National Travel and Tourism Week awards luncheon in May. A discussion followed that involved logistical questions and preferences.

**Grant Recipient Update:** Marya provided the results from the 'A Court of Nightmares' event that was

hosted by Beyond the Chronicles, who was the grant recipient last spring.

Earned Media Update: Marya shared the new website with everyone and informed the board that Visit Billings was selected to be a part of 'All Access with Andy Garcia.' A documentary series that aims to explore the stories of innovators, educators, and community leaders who are shaping the future of our society. The documentary will focus on highlighting strengthening communities through sports tourism.

**Old Business:**

Bylaws and Policies Committee Update: Aly and Jeff provided the updated BTBID Bylaws and BTBID Board Approved Policies to the board and reported on which changes and additions were made in each document.

**Approval of BTBID Bylaws and BTBID Board Approved Policies:**

Request for a motion to approve the BTBID Bylaws and BTBID Board Approved Policies.

George motioned to approve with a change of language in two sections of the BTBID Board Approved Policies; Shelli seconded. Motion carried.

Research Update: Aly shared an update for the ongoing visitor profile study. The data that was shown reflected both digital and on ground interceptions of visitors.

**Board Comments:**

Polly shared new meetings and convention planners that she will be using to promote Billings at shows. Her next project will be making that book digitalized for the Visit Billings website.

Shelli informed the board that the Little Bighorn Battlefield National Monument visitor center may be behind deadline for the 150<sup>th</sup> celebration in June 2026, but the superintendent is hopeful that it will be done.

**Adjournment:** George motioned to adjourn.

Meeting adjourned at 10:00 a.m.

*Submitted by K. Cousins*

**BILLINGS TBID BOARD OF DIRECTORS**  
**FINANCIAL STATEMENT VARIANCE REPORT**  
**AS OF December 31, 2025**

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Revenue over expenses is \$44,343 over budget.

Revenue is \$6,706 under budget.

- Assessment income is under budget \$11,155. At the time of this report, one property is still outstanding in the amount of \$32,344.
- Interest income is over budget \$4,449.

Expenses are \$51,049 under budget.

- Staff Expenses are \$46,536 under budget due to a planned position that has not yet been posted.
- Administrative Expenses are \$2,789 under budget.
- Marketing Expenses are \$1,724 under budget.
  - Advertising is under budget \$898 from timing of projects.
  - Publicity is over budget \$1,957 from Research.
  - Sales is under budget \$984.
  - Tradeshows is under budget \$1,301 due to lower than anticipated travel expenses.

**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
December 2025**

	CURRENT MONTH		YEAR TO DATE		2025-26 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Dec 2025 Actual	Dec 2025 Budget		Dec 2024 Actual	Dec 2023 Actual
<b>Income</b>							
4001100 · TBID Assessments	964,449	964,000	2,652,845	2,664,000	3,400,000	869,040	901,186
4001500 · Miscellaneous Income	4,977	1,250	11,949	7,500	15,000	12,811	17,924
Carryover used for budget	-	-	45,000	45,000	45,000	231,000	259,174
<b>Total Income</b>	<b>969,426</b>	<b>965,250</b>	<b>2,709,794</b>	<b>2,716,500</b>	<b>3,460,000</b>	<b>1,112,851</b>	<b>1,178,285</b>
<b>Expense</b>							
<b>5001000 · Staff Expenses</b>							
5007000 · Wages	47,147	58,500	249,361	280,600	526,700	229,220	192,653
5007100 · FICA Expense	3,357	4,500	17,162	21,900	41,000	16,954	14,684
5007200 · Unemployment Expense	58	335	872	1,910	3,900	897	558
5007400 · Health & Accident Expense	6,551	8,830	38,704	45,660	102,600	24,761	19,718
5007500 · Retirement Expense	3,708	4,100	19,469	21,750	42,100	15,850	13,423
5007700 · Workers Compensation Expense	150	200	916	1,200	2,400	893	788
5007801 · HR Contract	900	900	4,600	4,600	10,000	-	-
5007802 · Chamber Agreement	2,500	2,500	15,000	15,000	30,000	20,000	20,000
<b>Total 5001000 · Staff Expenses</b>	<b>64,372</b>	<b>79,865</b>	<b>346,084</b>	<b>392,620</b>	<b>758,700</b>	<b>308,574</b>	<b>261,823</b>
<b>5009000 · Administrative Expenses</b>							
5009200 · Computers	2,154	2,150	8,092	8,175	21,750	9,727	8,192
5009300 · Equipment & Repair Expense	136	165	1,017	1,010	2,500	776	1,041
5009500 · Liability Insurance	-	-	2,588	2,700	2,700	2,579	2,554
5009600 · Meeting Expenses	471	900	5,117	6,050	13,000	5,950	4,834
5009650 · TBID Communications	-	-	922	950	2,100	89	170
5009700 · Office Supplies	270	240	1,294	1,240	4,300	3,058	1,390
5009750 · Postage	14	-	2,260	2,300	5,000	1,951	1,223
5009800 · Professional Training	4,322	4,300	10,054	9,850	28,150	6,552	5,189
5009850 · Legal and Accounting	11,450	12,000	14,435	15,000	24,600	1,450	1,950
5009900 · Telephone/Wireless Equipment	581	755	3,238	4,530	9,100	3,243	3,419
5009950 · Rent	5,700	5,700	34,300	34,300	68,700	-	-
<b>Total 5009000 · Administrative Expenses</b>	<b>25,098</b>	<b>26,210</b>	<b>83,316</b>	<b>86,105</b>	<b>181,900</b>	<b>35,375</b>	<b>29,961</b>
<b>5150000 · Marketing Expenses</b>							
5151000 · Advertising	102,628	102,200	516,602	517,500	859,500	384,033	357,696
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	5,000	5,000	140,223	140,500	799,000	15,792	41,672
5152500 · Printed Materials	5,682	5,800	34,967	35,100	104,000	19,174	81,169
5153000 · Publicity	4,940	4,900	79,757	77,800	188,500	32,401	28,560
5154000 · Sales Expenses	9,007	8,900	97,216	98,200	257,800	61,803	39,262
5155000 · Tradeshow/Conventions	18,942	19,000	98,299	99,600	213,500	47,429	37,761
5156000 · Visitor Information Center	-	-	31,680	31,700	49,100	3,890	3,610
5156500 · Web Site	3,085	3,100	16,931	17,000	47,500	29,314	11,221
<b>Total 5150000 · Marketing Expenses</b>	<b>149,285</b>	<b>148,900</b>	<b>1,015,676</b>	<b>1,017,400</b>	<b>2,519,400</b>	<b>593,837</b>	<b>600,950</b>
<b>Total Expense</b>	<b>238,755</b>	<b>254,975</b>	<b>1,445,076</b>	<b>1,496,125</b>	<b>3,460,000</b>	<b>937,786</b>	<b>892,735</b>
<b>Total Net Income</b>	<b>730,671</b>	<b>710,275</b>	<b>1,264,718</b>	<b>1,220,375</b>	<b>-</b>	<b>175,065</b>	<b>285,550</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	1,232,541	451,236	181,696
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
<b>Total Cash</b>	<b>1,747,687</b>	<b>966,382</b>	<b>749,368</b>
Assessments O/S	32,344	32,344	-

## Visit Billings Staff Updates for November 2025

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### Aly Eggart: Executive Director

In December, the Visit Billings team sustained strong momentum across all focus areas as we closed out the year. It was a particularly active month for meetings and conventions, with a high volume of RFP activity generating several promising leads that position us well for future room-night growth. On the leisure side, the marketing team continues to fine-tune and optimize the newly launched website, an important and ongoing effort to ensure accuracy, usability, and a strong first impression for prospective visitors. These foundational improvements will carry into the early months of 2026.

On the sports and destination-development fronts, we reached several important milestones that support our long-term strategic priorities. The first Sports Authority meeting marked a key step in formalizing collaboration around sports tourism, and early discussions have been productive and encouraging. Additionally, work is underway with the airport to enhance the visitor experience through the addition of a digital kiosk. From a performance standpoint, both November and December showed year-over-year growth in demand for Billings, an especially positive signal during traditionally slower shoulder periods. Overall, the organization enters the new year with strong momentum, clear focus, and continued progress toward our strategic goals.

### Marya Pennington: Marketing Director

December was a strong month for Visit Billings, with momentum on multiple fronts. We made significant progress toward developing a signature winter event in Downtown Billings for January 2027, designed to drive visitation during the shoulder season with a fun, festival-style experience. Early concepting is centered on cultural programming such as live music and concerts, public art installations and viewing experiences, and the potential for a film festival component.

We also fully launched our new website and saw impressive early results in the first month:

- **Total traffic:** 46,219 (up **42.2%** year-over-year)
- **Total users:** 36,021 (up **17.2%**)
- **Pageviews:** 67,767 (up **55.7%**)

Overall, Visit Billings continues to rise in the eyes and minds of potential travelers.

### Maddie Malmstrom: Content Coordinator

With the start of the new year, our focus is on inspiring travel to Billings in 2026. As travelers increasingly turn to social media and digital platforms for trip planning, we aim to position Billings as a must-visit destination through social media, blog content, and targeted eNewsletter outreach, with the goal of driving both short-term visitation during the slow season and sparking long-term inspiration for the year ahead.

As the beginning of 2026, we also get the opportunity to look back at 2025 and how our digital efforts performed.

- **Facebook:** 24.4 million views, 35.9k engagements, 26.5k total followers
- **Instagram:** 1.21 million views, 67.7k engagements (measured since June 17), 9.1k total followers
- **TikTok:** 1 million views, 83.5k engagements, 3.7k total followers

Overall, we saw a 350% increase in Facebook engagement and over a 200% increase in Instagram reach compared to 2024, reflecting the growing impact of consistent, authentic digital marketing in connecting with potential visitors.

### **Casey Conlon: Sports Tourism Director**

Welcome to 2026! In my opinion, it has the chance to be the biggest year in Billings sports history.

Several new large sporting venues are set to open this year, including the Signal Peak Energy Ice Arena, the ARC Sport Courts and a revamped Daylis Stadium, all of which will bring significant tourist activity into our community.

I had multiple meaningful conversations in December with groups looking to be among the first to hold events at these new arenas, including a national volleyball tournament organizer and three national hockey tournament organizers. Construction timelines still look strong for a spring ice opening and summer courts opening, which means we can start booking events with some confidence on the schedule.

The biggest part of December has been work on a confidential national event bid commencing in 2028. The bid will be submitted this week, and we hope to hear back on our selection by early March. We've poured a lot of energy into this bid because I truly believe we have a great shot - we have a local connection that has helped us tremendously. This would bring several thousand athletes and spectators into Billings during the final week of July and first week of August. More to come!

### **Polly Mulvaney: Group Sales Manager**

Early December was a productive period, highlighted by working with a meeting planner for the American Indian Higher Education Consortium (AIHEC) Student Conference, booked for March 2027 and projected to bring 1,100 attendees and approximately 2,300 room nights to Billings, previously hosted here in 2014 and 2019. Additional activity included responding to five Cvent RFPs, the Western Association of Chamber Executives Board Meeting scheduled for June 2026 (90 room nights), and providing assistance to Montana Rural Water Systems, the Mount Vernon & Western Heritage Center educational symposium, and the Mountain Sky Conference of the United Methodist Church.

On the group travel side, arrangements were finalized for an International Travel Trade Workshop with receptive operator America 4 You, scheduled for March 24 at the Hampton Inn Billings, and 28 appointments were secured with domestic tour operators for the upcoming American Bus Association Marketplace in Reno, January 10–13.

### **Kyra Cousins: Visitor Services Manager**

In December, I had two great meetings with our Billings Craft Beer Week Committee members and our local brewers to get things rolling for Billings Craft Beer Week 2026. We gave our final approval on the newly branded Visitor Guidebook in early December and should expect that delivery in early January. The Visit Guidebook is now live on our website as well. 1,000 Brew Trail Maps were printed for the Western Heritage Center to complement their upcoming exhibit, 'Having a Beer in Billings' in March-December. We had a meeting with MHSa to discuss upcoming state events and Visit Billings' support and hospitality involvement. Visit Billings has successfully completed our Certified Autism Center designation through the IBCCES (International Board of Continuing Education Standards), and renewals for CTA are officially over, with our next course coming up on January 15<sup>th</sup>.