



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

March 12th, 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. 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
- IV. Approval of February Board Meeting Minutes – J. Schoenhard (Pgs. 2-4).....ACTION
- V. Approval of February FY26 Financial & Variance Reports – M. Stevenson (Pgs. 5-6) ACTION
- VI. New Business: J. Schoenhard /A. Eggart.....8:50
 - i. FY 27 Strategic Priorities: A. EggartACTION
 - ii. FY 27 Budget: A. Eggart.....ACTION
- VII. Old Business: J. Schoenhard/A. Eggart.....9:30
 - i. ARC MOU: J. Schoenhard/A. Eggart.....ACTION
 - ii. NTTW Tourism Awards Luncheon: A. Eggart
- VIII. Board Comments – J. Schoenhard
- IX. Adjournment 10:00

TBID Board of Directors
MEETING MINUTES
February 19th, 2026

Board Members Present: Jordan Clayton, Shelli Mann, George Maragos, Jase Muri, Jeff Schoenhard, Joe Studiner, Steve Wahrlich

Board Members Absent:

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, Wendy Swenson, John Salyer

Staff Absent:

Others Present: Lacey Gardner, Boothill Inn; Stacy Creech, Country Inn & Suites; Mark Sulser, SD2; Dr. Erwin Garcia, SD2; Janet Hafer, SD2 Board of Trustees; Chase Rose, Bannack Group; Jeff Kettleison

Call to Order: Jeff called the meeting to order at 8:31 a.m.

Public Comment: No public comment was made.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Dan gave a short update on the projects he is working on.

MetraPark Advisory Board Monthly Update: Joe and Casey informed the board that the MetraPark Advisory Board has been disbanded.

Approval of Board Minutes:

Request for a motion to approve the January 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: Joe motioned to approve; Jase seconded. Motion carried.

Approval of Projected Revenue FY27:

Request for a motion to approve \$3.4 million as projected revenue in FY27.

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

New Business:

Office Remodel: John presented the final building floor plan to the board. All aspects were agreed upon. John was going to finalize all paperwork with the construction company to move forward with the remodel.

Daylis Stadium Update: Mark, Dr. Garcia, Jane and Chase with School District 2 and the Bannack Group provided an overview of the new Daylis Stadium project and passed around the plan package for board members to look at, while explaining the importance of this stadium and sports tourism.

Ask from School District 2 and Bannack Group: Requesting \$750,000 with field naming rights, secondary on-field opportunities at each 25-yard lines, as well as naming appearing on both sides of the south endzone scoreboard.

Approval of Daylis Stadium Ask:

Request for a motion to approve the Daylis Stadium ask.

MOTION: Shelli motioned to postpone this request indefinitely and suggested that the BTBID and Visit Billings continue to support the school district and the Montana High School Association (MHSA) through our hospitality, incentives and marketing assistance as we have done for many years, once the stadium remodel is complete. Jordan seconded Shelli's motion. Motion carried.

Old Business:

NTTW Tourism Awards Luncheon: Aly shared that the luncheon was coming together well and that nominations are open for hospitality awards until March 15. Aly informed the board that sponsorship packages were open as well. She would like to form a committee to nominate winners from each category being presented. The board agreed that they are comfortable with starting a committee structure and both Shelli and Jeff volunteered to be on the committee.

Board Comments:

Shelli shared that the next Yellowstone Lodging Association Meeting is March 11.

Aly shared an update on the ARC MOU and is hoping to bring it to the board in March for approval.

Steve shared the recent hotel scam that has made its way to the United States and what to look for.

Adjournment: Steve motioned to adjourn.

Meeting adjourned at 9:49 a.m.

Submitted by K. Cousins

BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF February 28, 2026

Revenue over expenses is \$155,980 under budget.

Revenue is \$227,925 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 \$7,986.

Expenses are \$71,945 under budget.

- Staff Expenses are \$66,339 under budget due to a planned position that has not yet been filled.
- Administrative Expenses are \$2,611 under budget.
- Marketing Expenses are \$2,996 under budget.
 - Advertising is under budget \$1,506 from timing of projects.
 - Publicity is over budget \$1,852 from Research.
 - Sales is under budget \$1,326.
 - Tradeshows is under budget \$1,910 due to lower than anticipated travel expenses.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Feb 2026	Feb 2026	2025-26 Annual Budget	Feb 2025	Feb 2024
			Actual	Budget		Actual	
Income							
4001100 · TBID Assessments	-	-	3,164,089	3,400,000	3,400,000	1,656,020	1,664,290
4001500 · Miscellaneous Income	3,407	1,250	17,986	10,000	15,000	16,765	23,861
Carryover used for budget	-	-	45,000	45,000	45,000	231,000	259,174
Total Income	3,407	1,250	3,227,075	3,455,000	3,460,000	1,903,785	1,947,325
Expense							
5001000 · Staff Expenses							
5007000 · Wages	33,700	39,100	315,641	358,800	526,700	283,378	249,559
5007100 · FICA Expense	2,285	3,100	21,571	28,100	41,000	20,505	18,982
5007200 · Unemployment Expense	308	335	1,571	2,580	3,900	1,570	1,464
5007400 · Health & Accident Expense	6,551	8,890	51,806	63,440	102,600	31,585	26,368
5007500 · Retirement Expense	2,622	3,200	24,801	28,425	42,100	20,181	18,347
5007700 · Workers Compensation Expense	150	200	1,216	1,600	2,400	1,150	1,070
5007801 · HR Contract	900	900	6,400	6,400	10,000	-	-
5007802 · Chamber Agreement	2,500	2,500	20,000	20,000	30,000	20,000	20,000
Total 5001000 · Staff Expenses	49,017	58,225	443,006	509,345	758,700	378,370	335,790
5009000 · Administrative Expenses							
5009200 · Computers	3,494	3,500	12,756	12,675	21,750	11,729	11,009
5009300 · Equipment & Repair Expense	457	465	1,626	1,640	2,500	1,037	1,306
5009500 · Liability Insurance	-	-	2,588	2,700	2,700	2,579	2,554
5009600 · Meeting Expenses	536	650	8,402	8,450	13,000	6,756	6,536
5009650 · TBID Communications	250	-	1,201	1,000	2,100	89	3,263
5009700 · Office Supplies	387	440	2,261	2,220	4,300	3,733	1,398
5009750 · Postage	630	700	3,089	3,200	5,000	2,066	2,253
5009800 · Professional Training	3,695	3,400	17,356	17,950	28,150	7,147	6,452
5009850 · Legal and Accounting	2,200	2,200	16,901	17,500	24,600	12,658	12,482
5009900 · Telephone/Wireless Equipment	561	755	4,584	6,040	9,100	4,274	4,577
5009950 · Rent	5,700	5,700	45,700	45,700	68,700	-	-
Total 5009000 · Administrative Expenses	17,910	17,810	116,464	119,075	181,900	52,068	51,831
5150000 · Marketing Expenses							
5151000 · Advertising	46,499	46,500	644,294	645,800	859,500	471,376	444,824
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	57,885	57,900	201,834	201,300	799,000	17,992	50,273
5152500 · Printed Materials	855	900	77,507	78,000	104,000	32,526	75,682
5153000 · Publicity	6,579	6,700	100,352	98,500	188,500	34,503	28,775
5154000 · Sales Expenses	26,989	27,000	129,374	130,700	257,800	108,572	93,583
5155000 · Tradeshow/Conventions	7,081	4,700	116,090	118,000	213,500	51,850	55,059
5156000 · Visitor Information Center	9,999	10,000	41,719	41,700	49,100	3,890	5,935
5156500 · Web Site	1,115	1,100	19,934	20,100	47,500	37,654	27,444
Total 5150000 · Marketing Expenses	157,003	154,800	1,331,104	1,334,100	2,519,400	758,364	781,576
Total Expense	223,929	230,835	1,890,575	1,962,520	3,460,000	1,188,802	1,169,197
Total Net Income	(220,523)	(229,585)	1,336,500	1,492,480	-	714,984	778,128

	Cash	Current Month	Last Month	Last Year
Operations		1,303,484	1,524,483	720,747
Unearned Revenue		-	-	-
Rebranding Project		14,699	14,699	58,725
CD - Air Service		375,000	375,000	375,000
BOD Restricted		125,447	125,447	125,447
Total Cash		1,818,630	2,039,629	1,279,919
Assessments O/S		190,135	190,135	62,912

Visit Billings Staff Updates for March 2026

Aly Eggart: Executive Director

February brought great momentum for Billings as our winter sports season filled venues and energized the community. Major tournaments, including the MHS A All-Class State Wrestling Championships and Eastern A Divisional Basketball Tournament, drew more than 26,000 fans combined, highlighting the continued growth of Billings' sports scene and the impact these events have on our local businesses. At the same time, our meetings and conventions team is seeing strong activity, responding to new RFPs and supporting several upcoming conferences that will bring additional visitors to Billings in the months ahead.

Our team was also out on the road promoting the destination. I traveled to Chicago to join Visit Montana and partners from across the state to host a "Night in Montana" press event, where more than 60 travel writers and content creators gathered to learn why Montana, and Billings, should be top of mind for summer travel. Back home, we're also looking ahead to one of our favorite new traditions. Nominations are open through March 15 for the inaugural **TOAST to Billings: Hospitality Awards**, where we'll celebrate the people and organizations who make our visitor experience truly special. We're excited to bring our industry together on May 6 to recognize the outstanding hospitality that helps make Billings such a welcoming place to visit.

Marya Pennington: Marketing Director

During February, the marketing team attended the Chicago Travel and Adventure Show, where we met a steady stream of Chicagoans who were genuinely excited to learn about Billings. We heard the same message again and again: "Montana is on my bucket list. I've always wanted to go." The show delivered strong engagement and real enthusiasm from attendees. The last time we attended this show was in XXXX, and with direct flights available May through October, Billings is especially appealing for the Chicago market.

Then Maddie and I traveled to Cleveland, Ohio for the Destinations International Marketing and Communications Summit. We heard from industry experts on authentic storytelling, how AI is reshaping the tourism landscape, and how to be strong stewards of our brand. We returned energized and ready to apply new ideas as we head into the spring and summer season.

Maddie Malmstrom: Content Coordinator

The ever-growing buzzword in the digital marketing world is "authenticity." With the oversaturation of content on social media and the rapid expansion of AI, audiences are seeking real, authentic storytelling now more than ever, especially when it comes to travel inspiration! People connect with experiences shared through the lens of real people and everyday adventures. Formats like *Day in the Life* and itinerary-style content are great examples of this human-to-human approach.

On our social media platforms, short-form video continues to dominate in engagement and reach. Recent high-performing content includes [One hour out of Billings](#), [Two Months until Billings looks like this](#), and [Six of the best hikes in Billings](#). Not only is short-form storytelling performing well, but it's shaping how potential visitors discover and connect with Billings.

Casey Conlon: Sports Tourism Director

Did you feel like there were a ton of people in Billings the last few weeks? The MHS A All-Classes State Wrestling Championships saw almost 15,000 people in attendance over three days of competition at First Interstate Arena, a

significant increase from the past two years. The following week, the Eastern A Divisional Basketball Tournament saw almost 11,000 more, up more than 30%. We're expecting similarly big numbers from the Southern B and State AA Basketball events. People are loving the Billings sports scene!

In midtown, Rocky Mountain College is hosting the NAIA Men's Basketball National Championship Opening Rounds for the first time, after the Battlin' Bears won both the Frontier Conference regular season and postseason tournament titles. If you didn't see Omari Nesbit's game-winning 60-foot buzzer beater in the tournament semifinals, you need to! Rocky will play host to three other teams at the Fortin Center March 13-14, with one team advancing to the NAIA Sweet 16 in Kansas City.

And believe it or not, it's almost time to be back on the diamonds! The Billings Softball Association will hold its annual Sno-Ball event March 21-22 to kick off the slow-pitch season. It'll be a busier year than normal at Stewart Park, with the MHSA State B/C Softball Championships added to the calendar May 28-30.

Polly Mulvaney: Group Sales Manager

In February, a competitive bid was submitted for the NCSL 2027 Spring Executive Committee, along with responding to nine new Cvent RFP proposals. Provided support for several upcoming events, including overflow hotel coordination for the Mountain Sky Conference, planning assistance for the Friends of the Montana Constitution summer meeting, and the School Administrators of Montana Fall Administrators Conference. On the group travel side, work continued on developing customized travel trade itineraries for use at upcoming shows in May.

Kyra Cousins: Visitor Services Manager

February was a great month. Marya and I kicked off the month by logistically and physically preparing our travel booth for the Chicago, Long Beach and Denver Travel & Adventure Shows. Aly, Casey and I attended the MHSA All-Class Wrestling Championships at MetraPark where we saw 15,000 spectators and hosted a hospitality room for 480+ coaches, administrators, and bus drivers, as well as hosted a dedicated hospitality room for the tournament officials. Parallel to these live operations, I have been continuing to work on logistical planning for upcoming technology upgrades and community programs to ensure long-term visitor experience growth.

TOTAL IMPRESSIONS
1.59 M ↑ 3%

TOTAL ENGAGEMENT
48.3 K ↑ 14%

NEW FOLLOWERS
1.76 K ↑ 33%

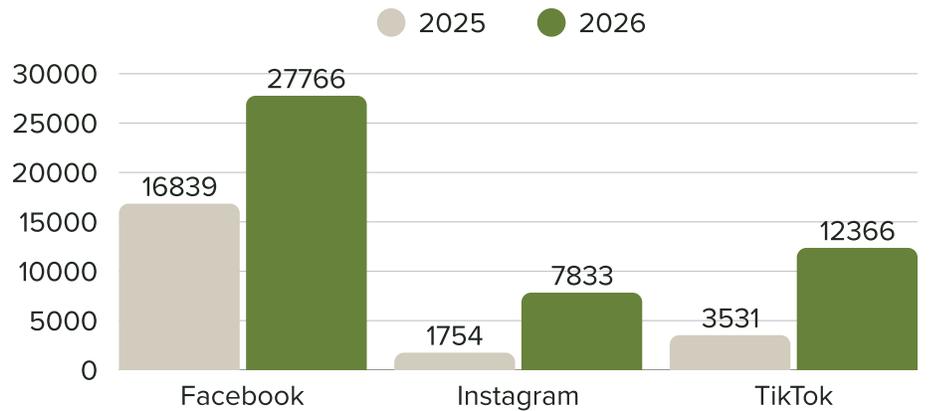
*Compared to previous month

**SOCIAL MEDIA
ENGAGEMENT**

- Facebook : 27.8K ▲ %18
- Instagram : 7.8K ▼ %4
- TikTok : 12.4K ▲ %22
- YouTube : 104 ▼ %47
- LinkedIn : 111 ▼ %14
- eNewsletter : 153 ▼ %72

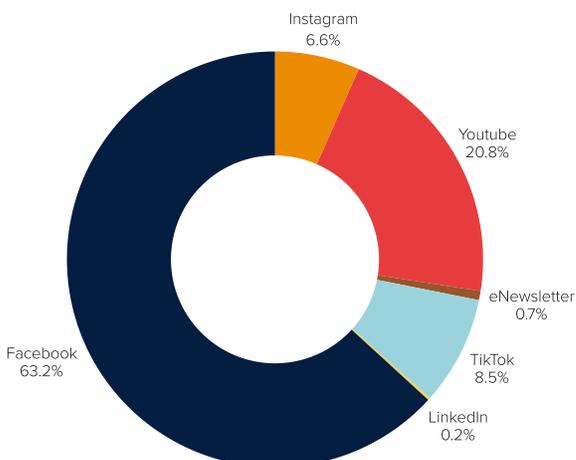
*Compared to previous month

FEBRUARY ENGAGEMENT BY YEAR



*Compared to previous year

**IMPRESSIONS
BY PLATFORM**



*Includes paid and organic data

TOP PERFORMING POSTS



Two Months Until...Billings in spring

148k Impressions, 7.7k engagements



The countdown is on...summer sunsets

138k Impressions, 5.5k engagements



One hour away...day trip from Billings

128k Impressions, 5.9k 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

50.5 K ↑ 15%

SESSIONS

3.7 K ↓ 16%

TOTAL USERS

32.2 K ↓ 19%

TOTAL USERS

3.2 K ↓ 11%

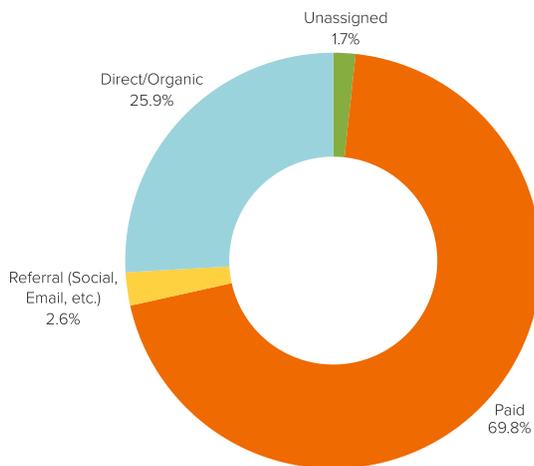
VIEWS

68.7 K ↑ 12%

VIEWS

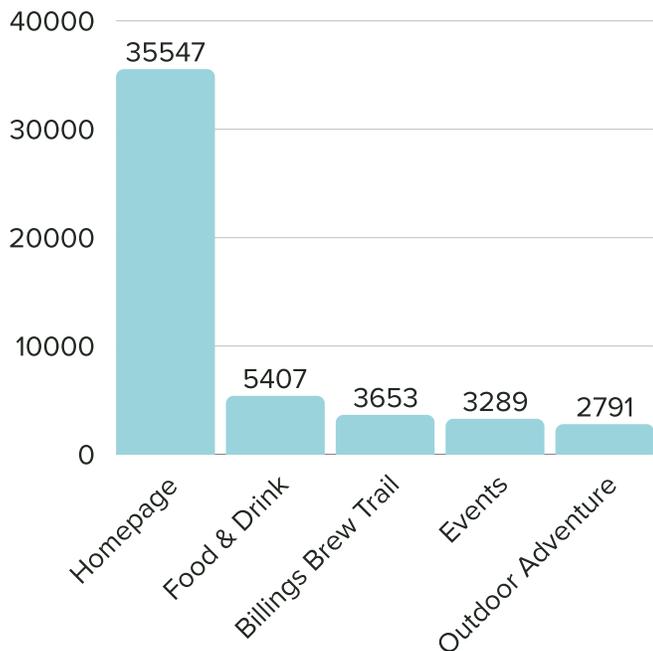
8.8 K ↑ 4%

TRAFFIC SOURCES



*Compared to previous year

TOP PAGE VISITS



TOP EVENTS

St. Patrick's Day Parade & Celtic Fair	156
Eastern A Divisional Basketball	105
MHSA State Wrestling	81
Valentines Couples Clue Moss Mansion	75
MT State AAU Wrestling	71

TOP BLOGS

Billings Winter Stage	850
Spring into Billings Events	453
Romantic Date Nights in Billings	313
Winston's Blog	97
How to Celebrate St. Patrick's Day	72