



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

April 9th, 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.

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- 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 March Board Meeting Minutes – J. Schoenhard (Pgs. 2-3).....ACTION
 - V. Approval of March Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ACTION
 - VI. New Business: J. Schoenhard /A. Eggart.....8:50
 - i. Group Sales Update: P. Mulvaney
 - VII. Old Business: J. Schoenhard/A. Eggart.....9:10
 - i. NTTW Tourism Awards Luncheon: A. Eggart
 - ii. KPI's: A. Eggart
 - VIII. Board Comments – J. Schoenhard
 - IX. Adjournment 10:00

TBID Board of Directors
MEETING MINUTES
March 12, 2026

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

Board Members Absent: Jeff Schoenhard

Ex-Officios Present:

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

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

Staff Absent: Kyra Cousins

Others Present: Cathy Cullen-Kuhr; Erck Hotels

Call to Order: Joe called the meeting to order at 8:28 a.m.

Public Comment: No public comments were made.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: John provided an update regarding the building's construction, noting that the project timeline is currently on track for a June start. Eide Bailly has generously offered temporary office space at no cost, and First Interstate Bank has offered additional room should the need arise. In addition to a logistical update, John highlighted partnership and sponsorship opportunities for the building to aid in fundraising. John also shared that Visit Southeast Montana has acquired 17 tourism ambassadors and that the State of the City and Council is nearly full and to register soon.

Approval of Board Minutes:

Request for a motion to approve the February meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

FY27 Strategic Priorities: Aly reaffirmed Visit Billings' mission and shared the vitality wheel, transitioning into a review of the strategic plan and strategic plan priorities that the board previously agreed upon. Aly then provided a status update on the objectives that been successfully accomplished and those that remain ongoing.

Approval of the FY27 Strategic Priorities:

Request for a motion to approve FY27 Strategic Priorities.

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

FY27 Budget: Aly provided an overview of the FY27 budget to the board.

Approval of the FY27 Budget:

Request for a motion to approve the FY27 Budget.

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

Old Business:

ARC MOU: Aly shared an updated detailed explanation of the Memorandum of Understanding (MOU) with the Amend Recreation Courts (ARC), which includes a commitment of \$500,000 and has undergone legal review by our attorney.

Approval of the Amend Recreational Courts MOU:

Request for a motion to approve the ARC MOU.

George motioned to approve; Jase seconded. Motion carried.

NTTW Awards Luncheon: Aly presented information about nominations and the status of luncheon sales.

Board Comments:

Aly shared that Kyra was absent from the BTBID Board Meeting because she is currently working in the hospitality room at MHSA AA State Basketball Championships.

Adjournment: Jase motioned to adjourn.

Meeting adjourned at 9:25 a.m.

Submitted by K. Cousins & M. Pennington

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

Revenue over expenses is \$95,590 under budget.

Revenue is \$184,565 under budget.

- Assessment income is currently \$193,971 under budget. As of the date of this report, 6 properties remain outstanding, with total unpaid assessments of \$149,327. Once these funds are collected, assessment revenue is projected to be \$44,644 under budget.
- Interest income is over budget \$9,405.

Expenses are \$88,975 under budget.

- Staff Expenses are \$80,023 under budget due to a planned position that has not yet been filled.
- Administrative Expenses are \$2,330 under budget.
- Marketing Expenses are \$6,623 under budget.
 - Advertising is under budget \$2,641 from timing of projects.
 - Publicity is over budget \$1,645 from Research.
 - Sales is under budget \$1,765.
 - Tradeshows is under budget \$3,587 due to lower than anticipated travel expenses.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Mar 2026	Mar 2026	2025-26 Annual Budget	Mar 2025	Mar 2024
			Actual	Budget		Actual	Actual
Income							
4001100 · TBID Assessments	41,940	-	3,206,029	3,400,000	3,400,000	1,656,020	1,664,290
4001500 · Miscellaneous Income	2,670	1,250	20,655	11,250	15,000	18,972	27,578
Carryover used for budget	-	-	45,000	45,000	45,000	231,000	259,174
Total Income	44,610	1,250	3,271,685	3,456,250	3,460,000	1,905,993	1,951,042
Expense							
5001000 · Staff Expenses							
5007000 · Wages	33,819	42,300	349,460	401,100	526,700	312,554	277,968
5007100 · FICA Expense	2,218	3,700	23,789	31,800	41,000	22,296	21,109
5007200 · Unemployment Expense	243	335	1,814	2,915	3,900	1,828	1,810
5007400 · Health & Accident Expense	6,551	8,890	58,357	72,330	102,600	35,034	29,700
5007500 · Retirement Expense	2,560	3,800	27,362	32,225	42,100	22,162	20,666
5007700 · Workers Compensation Expense	150	200	1,366	1,800	2,400	1,291	1,211
5007801 · HR Contract	900	900	7,300	7,300	10,000	-	-
5007802 · Chamber Agreement	2,500	2,500	22,500	22,500	30,000	20,000	20,000
Total 5001000 · Staff Expenses	48,941	62,625	491,947	571,970	758,700	415,164	372,464
5009000 · Administrative Expenses							
5009200 · Computers	1,062	1,000	13,818	13,675	21,750	14,063	11,927
5009300 · Equipment & Repair Expense	144	165	1,770	1,805	2,500	1,161	1,354
5009500 · Liability Insurance	176	-	2,764	2,700	2,700	2,579	2,554
5009600 · Meeting Expenses	745	650	9,147	9,100	13,000	7,368	7,073
5009650 · TBID Communications	-	-	1,201	1,000	2,100	285	10,008
5009700 · Office Supplies	378	340	2,639	2,560	4,300	4,116	1,518
5009750 · Postage	19	-	3,108	3,200	5,000	2,317	3,233
5009800 · Professional Training	3,709	3,700	21,064	21,650	28,150	8,147	12,975
5009850 · Legal and Accounting	-	-	16,901	17,500	24,600	13,158	12,482
5009900 · Telephone/Wireless Equipment	659	755	5,243	6,795	9,100	4,600	5,048
5009950 · Rent	5,700	5,700	51,400	51,400	68,700	-	-
Total 5009000 · Administrative Expenses	12,591	12,310	129,056	131,385	181,900	57,793	68,172
5150000 · Marketing Expenses							
5151000 · Advertising	47,965	49,100	692,259	694,900	859,500	517,103	508,634
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	9,816	9,900	111,650	111,200	214,000	29,963	51,138
5152001 · Sports Facilities	-	-	100,000	100,000	585,000	-	-
5152500 · Printed Materials	5,711	5,700	83,218	83,700	104,000	32,526	75,682
5153000 · Publicity	4,593	4,800	104,945	103,300	188,500	37,030	28,834
5154000 · Sales Expenses	57,161	57,600	186,535	188,300	257,800	147,661	126,910
5155000 · Tradeshow/Conventions	5,323	7,000	121,413	125,000	213,500	61,759	56,665
5156000 · Visitor Information Center	-	-	41,719	41,700	49,100	3,890	5,935
5156500 · Web Site	13,103	13,200	33,037	33,300	47,500	49,786	28,465
Total 5150000 · Marketing Expenses	143,672	147,300	1,474,777	1,481,400	2,519,400	879,718	882,262
Total Expense	205,205	222,235	2,095,780	2,184,755	3,460,000	1,352,676	1,322,897
Total Net Income	(160,595)	(220,985)	1,175,905	1,271,495	-	553,317	628,146

Cash	Current Month	Last Month	Last Year
Operations	1,179,872	1,303,484	559,080
Unearned Revenue	-	-	-
Rebranding Project	14,699	14,699	53,725
CD - Air Service	375,000	375,000	375,000
BOD Restricted	125,447	125,447	125,447
Total Cash	1,695,018	1,818,630	1,113,252
Assessments O/S	149,327	190,135	62,912

Visit Billings Staff Updates for April 2026

Aly Eggart: Executive Director

March was a strong month across the organization as we build momentum into a busy summer season. Our team continued to drive demand through strategic marketing, travel trade, and group sales efforts, while sports tourism delivered significant impact with the "Mighty 6" bringing more than 70,000 attendees and an estimated \$7.5M in economic activity. We're also seeing continued engagement through content, media, and community storytelling, helping position Billings as a vibrant, visitor-ready destination.

As we look ahead, we are gearing up for peak travel with new seasonal campaigns, including a dedicated America 250 landing page to capture increased domestic travel interest. Preparations are also underway for National Travel & Tourism Week and our inaugural TOAST Hospitality Awards on May 6th, 2026. Award winners will be announced this week, and tables and sponsorships are now available as we celebrate the people and places that power our industry.

Marya Pennington: Marketing Director

In March, Kyra and I joined stakeholder Cathy Cullen-Kuhr at the Los Angeles Travel & Adventure Show in Long Beach, where we connected with thousands of highly qualified travelers interested in Montana. The show drew 17,107 attendees, with 74% in the 35 to 65 age range and 77% reporting household incomes above \$100,000. Interest in Billings and Montana was strong, and attendees seemed undeterred by the lack of direct air service.

To continue highlighting the value of tourism locally, Visit Billings has launched a monthly spot on KTVQ2 on the "Out and About" series to share upcoming events and team updates. Our first segment aired last Friday with our own Casey Conlon. Check it out! Also, the TOAST committee has selected this year's award winners, with the announcement coming later this week - Stay Tuned!

Maddie Malmstrom: Content Coordinator

April promises to be a busy month as we prepare for National Travel and Tourism Week in early May, followed by [Craft Beer Week](#) the second week. Spring content is also underway, with recent blogs highlighting the [Top Spots to See Billings in Bloom This Spring](#) as well as upcoming [May/June Events](#).

We also recently featured the Heights on our social media platforms with a [How to Spend a Day in the Heights](#) itinerary, showcasing local businesses, parks, and year-round activities. Content like this helps elevate Billings neighborhoods as visitor-ready experiences and supports both seasonal and evergreen trip planning.

Casey Conlon: Sports Tourism Director

What an amazing six weeks it's been in the Billings sports world! 'The Mighty 6,' a group of six sporting events that take place over six straight weekends inside First Interstate Arena, **brought in more than 70,000 people** from mid-February through the end of March, **with an economic impact for our city estimated at \$7.5 million**. THAT'S why sports tourism matters, and why the TBID Board has put such an emphasis on increasing Billings' sports profile.

'The Mighty 6,' which starts with the MHSAA All Class State Wrestling tournament and ends with the Montana Open wrestling tournament, **totaled 63,273 fans, a 42% jump from 2025 numbers**. Also included in 'The Mighty 6' are the Eastern A and Southern B Divisional Basketball Tournaments, followed by an MHSAA State Basketball event (Class AA in 2026, Class A in 2025), before returning to the mats with the group's newest event, the Montana State AAU Wrestling Championships, which came to First Interstate Arena in 2022. This is the 5th year of 'The Mighty 6' on the calendar, and it was a record-breaking one.

There's not much time to take a breath! PBR Billings returns to MetraPark April 17-18. Then two of the largest youth sports events in region take over, with the Stockman Bank Magic City Classic welcoming 200 soccer teams to Amend Park from April 25-26, followed by more than 350 volleyball teams descending on the city for the Big Sky Volleyfest, May 1-3. That event takes up over 40 courts all across Billings, so make sure to say hi when you run into teams!

Polly Mulvaney: Group Sales Manager

March was an active month for Group Sales, with steady progress across M&C recruitment, and travel trade initiatives. A bid was submitted for the Goff Course Builders Association 2028 Summer Meeting and the 2028 Fraternal Housing Conference, responded to six Cvent RFPs, and hosted a Women In Mining site visit from March 26–28. Planning and logistical assistance continued for future events, including the Montana History Conference (September 2026), the 46th Annual Montana Municipal Institute (May 2026), and the Astronomical League Conference (July 2027). In addition, we hosted Lena Ross, COO of America 4 You, a prominent receptive operator for a site visit who was a keynote presenter for the International Trade Workshop on March 24, for 30+ tourism stakeholders in the Billings region as well as statewide.

Kyra Cousins: Visitor Services Manager

In March, Marya and I traveled to the Long Beach Travel & Adventure Show and later, Casey and I provided hospitality for 100 coaches during the MHSAA State Basketball Championships. I also supported the Montana Rural Water Systems Conference with Polly by distributing visitor information and, separately, assisted with a specialized site visit. Meanwhile, progress continues with a new learning program for residents, and a digital initiative designed to meet visitors where they are. These distinct projects highlight a busy month of regional promotion, event servicing, and program development.

TOTAL IMPRESSIONS
1.24 M ↓ 22%

TOTAL ENGAGEMENT
49.6 K ↑ 3%

NEW FOLLOWERS
1.59 K ↓ 10%

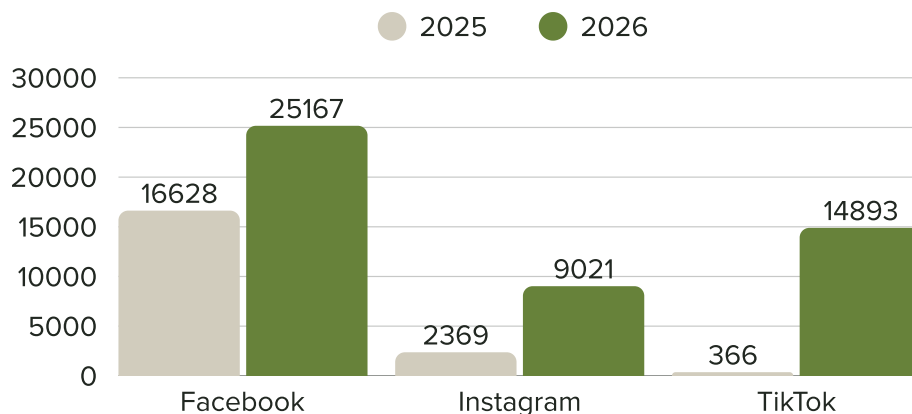
*Compared to previous month

**SOCIAL MEDIA
ENGAGEMENT**

- Facebook : 25.2K ↓ %9
- Instagram : 9K ↑ %15
- TikTok : 14.9K ↑ %20
- YouTube : 191 ↑ %84
- LinkedIn : 162 ↑ %46
- eNewsletter : 164 ↑ %7

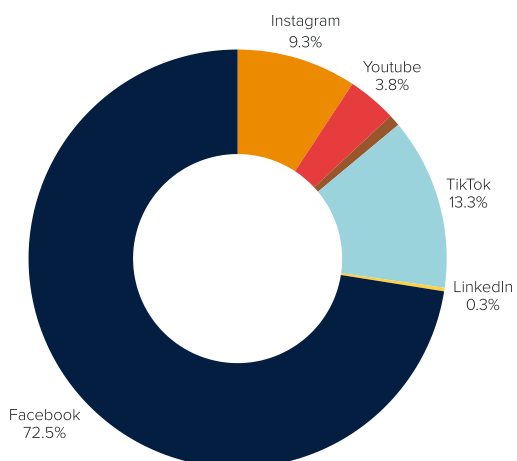
*Compared to previous month

MARCH ENGAGEMENT BY YEAR



*Compared to previous year

**IMPRESSIONS
BY PLATFORM**



*Includes paid and organic data

TOP PERFORMING POSTS



Just When You Think It's Spring...
109k Impressions, 5.4k engagements



Retro Coffee Spot...Poly's Place Coffee
78k Impressions, 3.9k engagements



5 Months Until...Blue Angels
77k Impressions, 873 engagements

Short-form video continues to be the strongest-performing format, but event highlights such as the Yellowstone International Air Show also see great engagement on Meta platforms.

WEBSITE TRAFFIC

ALL

ORGANIC

SESSIONS

66.9 K ↑ 91%

SESSIONS

5.6 K ↓ 15%

TOTAL USERS

58.5 K ↑ 87%

TOTAL USERS

4.4 K ↓ 14%

VIEWS

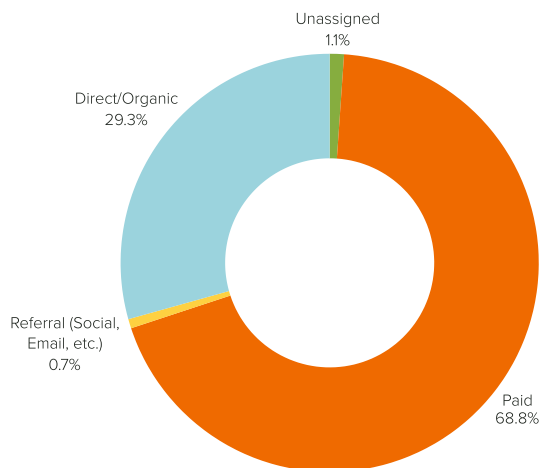
86.6 K ↑ 92%

VIEWS

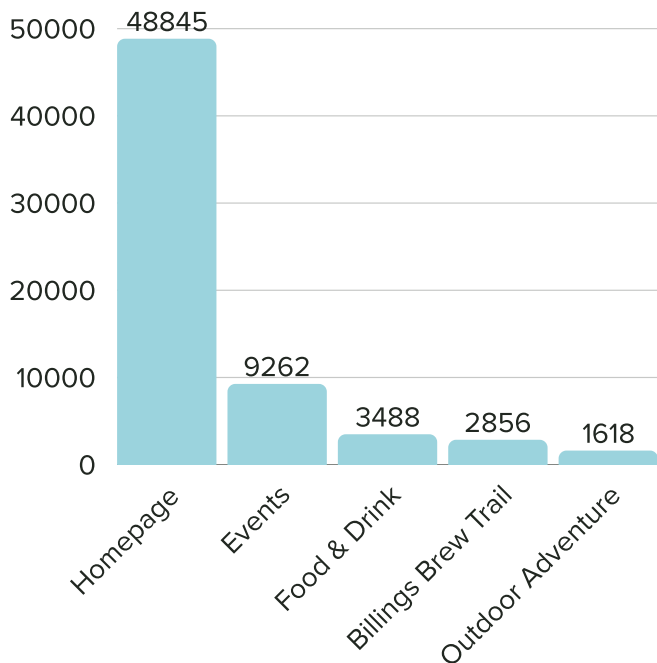
11.5 K ↓ 4%

*Compared to previous year

TRAFFIC SOURCES



TOP PAGE VISITS



TOP EVENTS

St. Patrick's Day Parade & Celtic Fair	720
PBR Billings	161
Cirque Kalabante at Alberta Bair Theater	158
Stockman Bank Magic City Classic	106
MT State AAU Wrestling	82

TOP BLOGS

Spring into Billings Events	1222
How to Celebrate St. Patrick's Day	336
Billings Craft Beer Week 2026	231
Welcome to Savor City Billings	160
Downtown Authentic Montana Culture Meets Modern Amenities	153