



**TBID Board of Directors
MEETING MINUTES
April 9, 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: Dan Brooks, Casey Conlon, Aly Eggart, Cal Koerber, Maddie Malmstrom, Polly Mulvaney, Marya Pennington, Megan Stevenson

Staff Absent: John Brewer

Others Present: Lacey Gardner; Boothill Inn & Suites, Jeff Kettleon

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

Public Comment: No public comments were made.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: No partner updates were made.

Approval of Board Minutes:

Request for a motion to approve the March meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

Group Sales Update: Polly provided a comprehensive update on Group Sales, including recent site visits, travel, and conventions hosted in Billings. A significant highlight was the MT Rural Water Systems Conference. After 47 years in Great Falls, the event has committed to Billings and the Billings Hotel & Convention Center through 2029. This year's conference brought in 960 attendees to the city for a four-day stay.

Old Business:

NTTW Tourism Awards Luncheon: Aly shared that the luncheon planning is progressing well. Visit Billings officially announced the award winners, and Aly presented the final selection to the board. From a competitive pool of over 30 nominations, the committee has finalized this year's honorees. Table sales are steady, but are anticipated to increase now that the winners have been announced.

KPIs: Aly presented key performance indicators (KPIs) regarding room demand goals, air service growth, and the Meetings, Conventions, and Sports segments. This included a detailed review of marketing performance and overview of the specific audience targeted to drive room demand. Additionally, Marya shared the Marketing Funnel and the February 2026 Performance Recap, providing a comprehensive look at the month's success.

Board Comments:

Aly shared that the Yellowstone Ice Foundation would like to take the board and Visit Billings team to tour the Ice Arena. Casey shared the Courts facility would like to do the same.

Shelli shared that Lacey was a part of game management for Special Olympics and Casey shared that the Visit Billings team will be volunteering again this year with discus.

Marya shared that the 250 Anniversary page will go live on the Visit Billings website shortly, and that events can be submitted to that page. Maddie created a one-sheeter that reflects events happening during the 250th Anniversary time.

Aly informed the board that the Visit Billings team will be working out of Eide Bailly while the Chamber building is under remodel.

Jordan shared that he attended the Billings parks board meeting and learned some great information about the new court facility.

Adjournment: Shelli motioned to adjourn.

Meeting adjourned at 9:47 a.m.

Submitted by K. Cousins

BILLINGS TBID BOARD OF DIRECTORS
FINANCIAL STATEMENT VARIANCE REPORT
AS OF April 30, 2026

Revenue over expenses is \$66,100 under budget.

Revenue is \$164,365 under budget.

- Assessment income is currently \$174,503 under budget. As of the date of this report, 4 properties remain outstanding, with total unpaid assessments of 129,859. Once these funds are collected, assessment revenue is projected to be \$44,644 under budget.
- Interest income is over budget \$10,138.

Expenses are \$98,265 under budget.

- Staff Expenses are \$81,808 under budget due to the open position.
- Administrative Expenses are \$5,370 under budget.
- Marketing Expenses are \$11,087 under budget.
 - Advertising is under budget \$5,254 from timing of projects.
 - Publicity is over budget \$1,455 from Research.
 - Sales is under budget \$1,668.
 - Tradeshows is under budget \$4,005 due to lower than anticipated travel expenses.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Apr 2026 Actual	Apr 2026 Budget	2025-26 Annual Budget	Apr 2025 Actual	Apr 2024 Actual
Income							
4001100 · TBID Assessments	19,468	-	3,225,497	3,400,000	3,400,000	1,704,090	1,692,526
4001500 · Miscellaneous Income	1,982	1,250	22,638	12,500	15,000	20,853	30,345
Carryover used for budget	-	-	45,000	45,000	45,000	231,000	259,174
Total Income	21,450	1,250	3,293,135	3,457,500	3,460,000	1,955,943	1,982,045
Expense							
5001000 · Staff Expenses							
5007000 · Wages	41,553	39,100	391,013	440,200	526,700	346,548	306,431
5007100 · FICA Expense	2,803	3,100	26,591	34,900	41,000	24,604	23,239
5007200 · Unemployment Expense	350	335	2,163	3,250	3,900	2,199	2,155
5007400 · Health & Accident Expense	6,842	10,090	65,199	82,420	102,600	39,638	32,981
5007500 · Retirement Expense	2,817	3,475	30,178	35,700	42,100	24,293	23,254
5007700 · Workers Compensation Expense	150	200	1,516	2,000	2,400	1,458	1,353
5007801 · HR Contract	900	900	8,200	8,200	10,000	-	-
5007802 · Chamber Agreement	2,500	2,500	25,000	25,000	30,000	20,000	20,000
Total 5001000 · Staff Expenses	57,914	59,700	549,862	631,670	758,700	458,741	409,412
5009000 · Administrative Expenses							
5009200 · Computers	1,064	2,150	14,744	15,825	21,750	14,850	13,910
5009300 · Equipment & Repair Expense	124	165	1,894	1,970	2,500	1,278	1,556
5009500 · Liability Insurance	-	-	2,764	2,700	2,700	2,579	2,554
5009600 · Meeting Expenses	344	650	9,482	9,750	13,000	8,187	8,142
5009650 · TBID Communications	-	-	1,201	1,000	2,100	285	10,008
5009700 · Office Supplies	186	240	2,825	2,800	4,300	4,197	1,518
5009750 · Postage	1,282	1,300	4,390	4,500	5,000	2,932	3,587
5009800 · Professional Training	3,210	3,000	23,092	24,650	28,150	9,062	14,774
5009850 · Legal and Accounting	-	-	16,901	17,500	24,600	13,158	12,502
5009900 · Telephone/Wireless Equipment	339	755	5,582	7,550	9,100	5,365	5,523
5009950 · Rent	5,700	5,700	57,100	57,100	68,700	-	-
Total 5009000 · Administrative Expenses	12,249	13,960	139,975	145,345	181,900	61,895	74,074
5150000 · Marketing Expenses							
5151000 · Advertising	27,786	30,400	720,045	725,300	859,500	567,243	656,670
5151500 · Film Recruitment	-	-	-	-	500	-	1,500
5152000 · Opportunity	16,237	16,300	127,145	127,500	214,000	33,560	71,273
5152000 · Sports Facilities	-	-	100,000	100,000	585,000	-	-
5152500 · Printed Materials	171	200	83,389	83,900	104,000	33,366	77,432
5153000 · Publicity	6,109	6,300	111,055	109,600	188,500	48,484	34,603
5154000 · Sales Expenses	26,797	26,700	213,332	215,000	257,800	164,347	138,810
5155000 · Tradeshow/Conventions	13,865	14,200	135,196	139,200	213,500	66,755	56,665
5156000 · Visitor Information Center	-	-	41,719	41,700	49,100	3,890	5,935
5156500 · Web Site	515	500	33,033	33,800	47,500	54,743	36,708
Total 5150000 · Marketing Expenses	91,479	94,600	1,564,913	1,576,000	2,519,400	972,389	1,079,596
Total Expense	161,643	168,260	2,254,750	2,353,015	3,460,000	1,493,024	1,563,083
Total Net Income	(140,192)	(167,010)	1,038,385	1,104,485	-	462,919	418,962

Cash	Current Month	Last Month	Last Year
Operations	1,039,555	1,179,872	469,052
Unearned Revenue	-	-	-
Rebranding Project	14,699	14,699	48,725
CD - Air Service	375,000	375,000	375,000
BOD Restricted	125,447	125,447	125,447
Total Cash	1,554,702	1,695,018	1,018,224
Assessments O/S	129,859	149,327	17,174

Visit Billings Staff Updates for May 2026

Aly Eggart: Executive Director

April was an exciting and productive month for the Visit Billings team as we continued building momentum into the summer travel season. I had the opportunity to join the U.S. Travel Association at Destination Capitol Hill in Washington, D.C., where I represented Billings and the travel industry alongside Montana's federal delegation, advocating for policies and investments that support tourism, infrastructure, and destination development. Meanwhile, our team remained active on the road attending Sports ETA, Destination West, ongoing professional development opportunities, and industry meetings that continue to strengthen future visitation and recruitment efforts for Billings.

We were also thrilled to welcome Nate LaCombe to the Visit Billings team as our new Sales Manager. Nate joined us the final week of April and will play a key role in strengthening the sales pipeline for both meetings and sports tourism recruitment. To kick off this month, Visit Billings hosted the inaugural TOAST to Hospitality Awards during National Travel & Tourism Week. With approximately 110 attendees, the event was an incredible celebration of the people and businesses who help make Billings a welcoming destination, and we were extremely pleased with the enthusiasm and support shown by our industry and community partners.

Marya Pennington: Marketing Director

In April, I presented to both Leadership Billings classes through the Billings Chamber of Commerce, highlighting the role of Visit Billings and the value tourism brings to our community. We also finalized the winners for the inaugural TOAST to Billings: Hospitality Awards and completed planning for the May 6 luncheon at The Pub Station. In addition, the full lineup for Billings Craft Beer Week, scheduled for May 10 to 16, is now in place, and we launched our new USA 250 landing page to promote Billings-area events tied to the nation's 250th anniversary. I also joined KTVQ's *Out and About* for a live segment spotlighting National Travel and Tourism Week, Craft Beer Week, and other upcoming May events.

Maddie Malmstrom: Content Coordinator

April marked another strong month for social media performance and provides the first year-over-year comparison of work I've personally produced since joining the team in late March 2025. Results show significant growth across key platforms, with Instagram reach increasing by over 600% and TikTok growing by more than 2,000% compared to April 2025.

These gains reflect clear progress toward the goal of strategically growing our social media channels, particularly Instagram and TikTok, through authentic, video-led content. This approach is helping reach a broader audience of potential visitors, drive meaningful engagement, and show clear signs that our social presence is inspiring travel and deepening community pride.

Casey Conlon: Sports Tourism Director

After a wild March, April gave me time to focus on the future a bit more. I attended my first Sports ETA Symposium, one of the sports tourism industry's largest and most important trade shows. My main goal is to get national groups to start thinking of Billings as a legitimate destination, and I'm making good progress. I met with more than 20 interested event owners, mostly interested in our new ice and courts facilities. These are mostly national youth tournament groups, in sports like hockey, basketball and volleyball. Capitalizing on the momentum of the first couple years of these facilities will be key.

I also presented to the Billings Trails Committee about our goal to become an IMBA certified Ride Center. Several important stakeholders who will be key to completing our application are excitedly on board and believe we have the

infrastructure in place to be seriously considered. I also attended an education session at Sports ETA led by the Southern Nevada IMBA chapter and have a better understanding of that world.

Events always keep rolling on, with two major hotel room drivers in April in the PBR Billings and the Stockman Back Magic City Soccer Classic (200 teams). Our single biggest event participant-wise, Big Sky Volleyfest, kicked off May with a bang, setting an all-time record with 321 teams from seven states and two Canadian provinces. With the eight courts at ARC available next year, I hope to crack the 350 mark.

Polly Mulvaney: Group Sales Manager

April was hopping for Group Sales as we hosted a site visit for two planners for the National Conference of State Legislatures Spring Meeting (150 attendees, May 2027) and responded to six Cvent RFPs. Proposals were submitted for the America's Grasslands Conference (350 attendees) and the Tribal Land & Environment Fall Forum (300 attendees), both targeting late summer 2027. Provided assistance to the Yellowstone District Exchange Clubs Convention (June 2026) and the NIC 71st Annual Conference (Oct 2026). The last two weeks were spent on the road as I attended Destination West in Boulder and met with 22 meeting planners and also gave a presentation to 500+ attendees at the Women in Mining USA Conference in Tucson to help build excitement for their 2027 event in Billings. The month wrapped with professional development at the Destinations International Convention Sales & Services Summit in Dallas.

Kyra Cousins: Visitor Services Manager

I am continuing to make progress on key infrastructure and programming, including the final coordination for the airport's first digital kiosk and the development of the 2026 Billings Brew Trail. Marya and I have been working closely with our brewers this year and preparations for Craft Beer Week are also underway to ensure a successful series of events. Additionally, we recently represented our organization at the Denver Travel & Adventure Show, successfully promoting our city as a premier destination to thousands of travelers.

TOTAL IMPRESSIONS
1.25 M ↑ 0.5%

TOTAL ENGAGEMENT
41.6 K ↓ 16%

NEW FOLLOWERS
1.65 K ↑ 4%

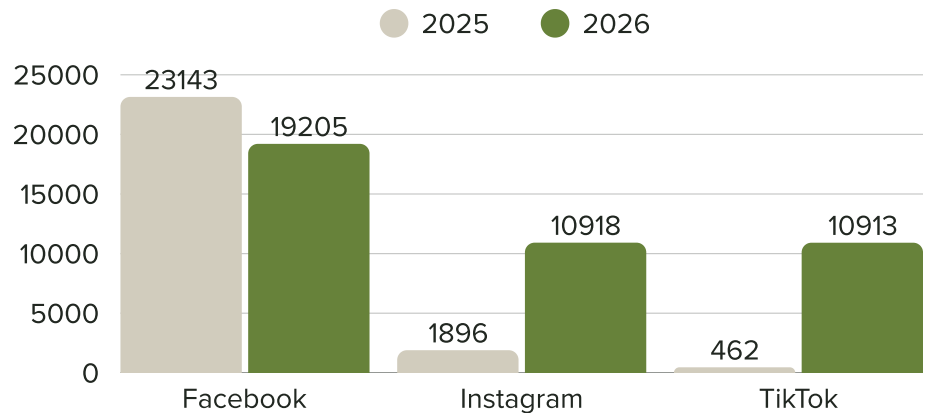
**Compared to previous month*

**SOCIAL MEDIA
ENGAGEMENT**

- Facebook : 19.2K %25 ▼
- Instagram : 11K %21 ▲
- TikTok : 11K %27 ▼
- YouTube : 161 %16 ▼
- LinkedIn : 242 %49 ▲
- eNewsletter : 174 %6 ▲

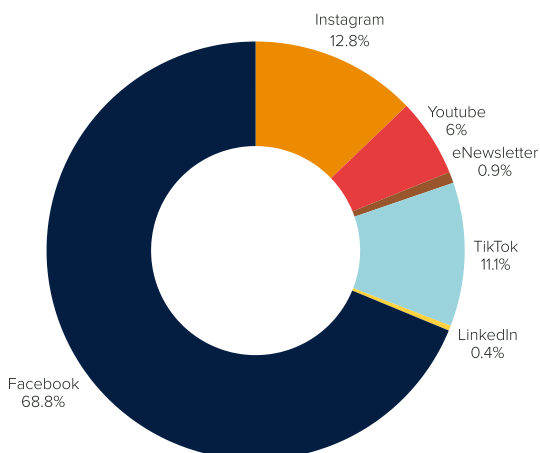
**Compared to previous month*

APRIL ENGAGEMENT BY YEAR



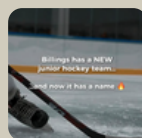
**Compared to previous year*

**IMPRESSIONS
BY PLATFORM**



**Includes paid and organic data*

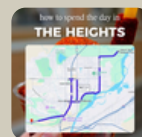
TOP PERFORMING POSTS



Cattle Punchers Announcement
140k Impressions, 2.8k engagements



Local Favorite Ice Cream...Softies
90k Impressions, 3.7k engagements



How to spend the day in the Heights
68k Impressions, 5.6k engagements

Short-form video remains the top-performing content format across channels, consistently driving strong engagement whether it's Billings itineraries, local spot highlights, or announcements.

WEBSITE TRAFFIC

ALL

ORGANIC

SESSIONS

44.9K ↓ 39%

SESSIONS

6.4K ↑ 10%

TOTAL USERS

37.1K ↓ 39%

TOTAL USERS

5.1K ↑ 8%

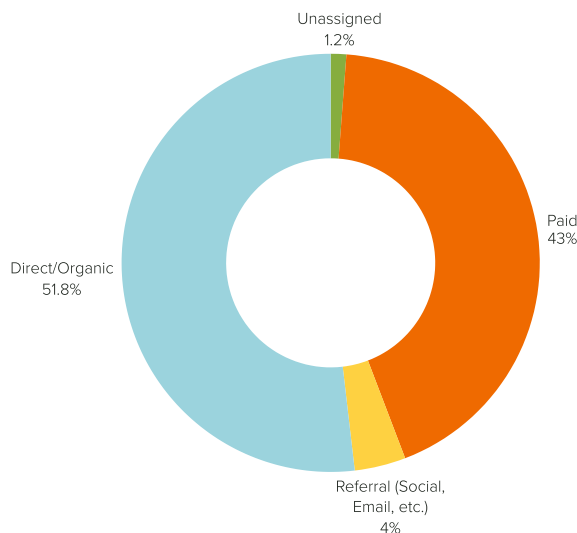
VIEWS

61.1K ↓ 39%

VIEWS

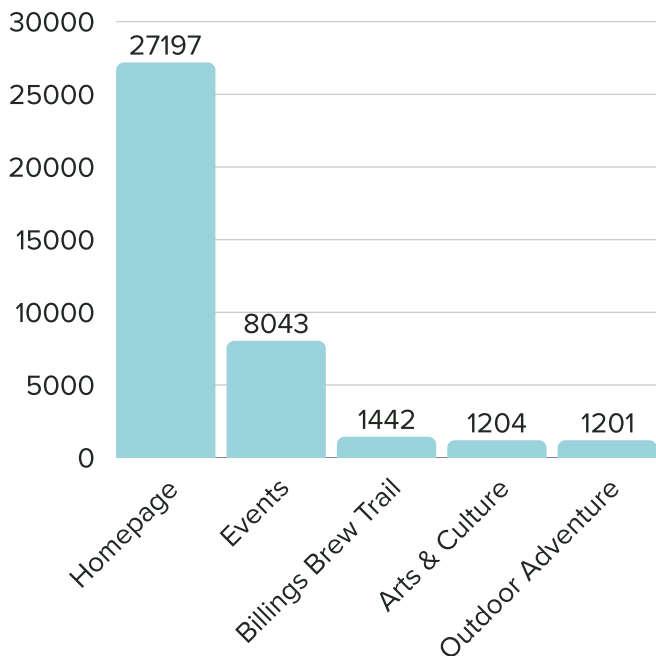
13.8K ↑ 25%

TRAFFIC SOURCES



*Compared to previous year

TOP PAGE VISITS



TOP EVENTS

● Stockman Bank Magic City Classic	1004
● Big Sky Volleyfest	147
● PBR Billings	131
● Guns & Hoses Charity Hockey Game	124
● Rust Buster Youth Baseball Tourney	73

TOP BLOGS

● Spring into Billings Events	1204
● Billings Craft Beer Week 2026	929
● May & June Events in Billings	818
● 20 Must Visit Patios in Billings	532
● Run Away for the Weekend	215