



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

June 11th, 2026 | 8:30 a.m.

ANDERSON TRAINING ROOM | 401 N 31st Street, 10th Floor.

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 April Board Meeting Minutes – J. Schoenhard (Pgs. 2-3).....ACTION
- V. Approval of April and May Financial & Variance Reports – M. Stevenson (Pgs. 4-7) ACTION
- VI. New Business: J. Schoenhard /A. Eggart.....8:50
 - i. FY27 Executive Committee: J. Schoenhard /A. Eggart.....ACTION
 - ii. Craft Beer Week: M. Pennington/K. Cousins
 - iii. Visitor Services Update: K. Cousins
- VII. Old Business: J. Schoenhard/A. Eggart.....9:20
 - i. NTTW Tourism Awards Luncheon: A. Eggart
 - ii. Sports Authority and Tourism Update: C. Conlon
- VIII. Board Comments – J. Schoenhard
- IX. Adjournment 10:00

TBID Board of Directors
MEETING MINUTES
April 9th, 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 · Trade Shows/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

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

Revenue over expenses is \$11,190 over budget.

Revenue is \$96,403 under budget.

- Assessment income is currently \$106,757 under budget. As of the date of this report, 2 properties remain outstanding, with total unpaid assessments of 67,283. Once these funds are collected, assessment revenue is projected to be \$39,473 under budget.
- Interest income is over budget \$10,354.

Expenses are \$107,592 under budget.

- Staff Expenses are \$83,026 under budget due to the open position that was recently filled.
- Administrative Expenses are \$3,997 under budget.
- Marketing Expenses are \$20,569 under budget.
 - Advertising is at budget.
 - Opportunity is under budget \$4,350 from savings in air service visits.
 - Publicity is under budget \$2,292 from savings in MT Travel Association.
 - Sales is under budget \$2,388.
 - Tradeshows is under budget \$10,031 due to lower than anticipated travel expenses.

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

	CURRENT MONTH		YEAR TO DATE		2025-26 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	May 2026 Actual	May 2026 Budget		May 2025 Actual	May 2024 Actual
Income							
4001100 · TBID Assessments	67,746	-	3,293,243	3,400,000	3,400,000	1,704,090	1,710,185
4001500 · Miscellaneous Income	1,466	1,250	24,104	13,750	15,000	22,503	34,436
Carryover used for budget	-	-	45,000	45,000	45,000	231,000	259,174
Total Income	69,213	1,250	3,362,347	3,458,750	3,460,000	1,957,593	2,003,795
Expense							
5001000 · Staff Expenses							
5007000 · Wages	42,593	39,100	433,606	479,300	526,700	382,392	361,347
5007100 · FICA Expense	2,421	3,100	29,013	38,000	41,000	26,902	27,378
5007200 · Unemployment Expense	256	335	2,419	3,585	3,900	2,537	2,607
5007400 · Health & Accident Expense	6,842	10,090	72,041	92,510	102,600	45,859	39,736
5007500 · Retirement Expense	2,545	3,200	32,724	38,900	42,100	26,191	27,927
5007700 · Workers Compensation Expense	150	200	1,666	2,200	2,400	1,624	1,624
5007801 · HR Contract	900	900	9,100	9,100	10,000	-	-
5007802 · Chamber Agreement	2,500	2,500	27,500	27,500	30,000	20,000	20,000
Total 5001000 · Staff Expenses	58,207	59,425	608,069	691,095	758,700	505,505	480,619
5009000 · Administrative Expenses							
5009200 · Computers	3,364	2,150	18,108	17,975	21,750	15,773	15,150
5009300 · Equipment & Repair Expense	48	165	1,942	2,135	2,500	1,404	1,880
5009500 · Liability Insurance	-	-	2,764	2,700	2,700	2,579	2,554
5009600 · Meeting Expenses	763	650	10,245	10,400	13,000	8,888	9,675
5009650 · TBID Communications	-	-	1,201	1,000	2,100	285	10,162
5009700 · Office Supplies	186	240	3,011	3,040	4,300	4,239	1,712
5009750 · Postage	853	500	5,243	5,000	5,000	3,006	4,175
5009800 · Professional Training	3,556	3,500	26,647	28,150	28,150	10,563	14,539
5009850 · Legal and Accounting	-	-	16,901	17,500	24,600	13,158	12,982
5009900 · Telephone/Wireless Equipment	564	755	6,147	8,305	9,100	5,976	6,769
5009950 · Rent	5,700	5,700	62,800	62,800	68,700	-	-
Total 5009000 · Administrative Expenses	15,033	13,660	155,008	159,005	181,900	65,872	79,597
5150000 · Marketing Expenses							
5151000 · Advertising	80,151	75,300	800,197	800,600	859,500	619,025	785,690
5151500 · Film Recruitment	-	-	-	-	500	-	1,500
5152000 · Opportunity	5,505	9,500	132,650	137,000	214,000	38,208	83,320
5152000 · Sports Facilities	-	-	100,000	100,000	585,000	-	-
5152500 · Printed Materials	4,306	4,300	87,695	88,200	104,000	37,038	87,960
5153000 · Publicity	46,253	50,000	157,308	159,600	188,500	71,850	69,297
5154000 · Sales Expenses	7,280	8,000	220,612	223,000	257,800	171,928	174,251
5155000 · Tradeshows/Conventions	17,973	24,000	153,169	163,200	213,500	66,755	58,392
5156000 · Visitor Information Center	460	500	42,179	42,200	49,100	3,890	5,935
5156500 · Web Site	2,989	2,800	36,022	36,600	47,500	60,117	42,493
Total 5150000 · Marketing Expenses	164,918	174,400	1,729,831	1,750,400	2,519,400	1,068,811	1,308,838
Total Expense	238,158	247,485	2,492,908	2,600,500	3,460,000	1,640,187	1,869,054
Total Net Income	(168,945)	(246,235)	869,440	858,250	-	317,406	134,741

Cash	Current Month	Last Month	Last Year
Operations	843,864	1,039,555	323,353
Unearned Revenue	-	-	117,528
Rebranding Project	14,699	14,699	43,725
CD - Air Service	375,000	375,000	375,000
BOD Restricted	125,447	125,447	125,447
Total Cash	1,359,011	1,554,702	985,053
Assessments O/S	67,283	129,859	17,174

Visit Billings Staff Updates for May 2026

Aly Eggart: Executive Director

May was another strong month for Billings, with visitor demand continuing to trend positively as we head into the busy summer travel season. As we close out FY26, we are reflecting on a year of growth for our destination, marked by increased visitation, new events, expanded air service, and strong industry partnerships. We are also excited to welcome Nate LaCombe to the Visit Billings team as our new Sales Manager.

We are now entering the final phase of the Visitor Profile Study and are seeking businesses and organizations interested in hosting visitor intercept surveys. More information is available [here](#).

Also, due to upcoming construction at the Chamber building, Visit Billings and TBID board meetings will temporarily relocate, and we ask partners to coordinate ahead as we navigate our temporary workspace.

Marya Pennington: Marketing Director

Billings Craft Beer Week was a strong success this year, once again showing that our local breweries are much more than places to gather. With more than 30 events across the city, the week highlighted the creativity, collaboration, and community spirit that make Billings special. From the Western Heritage Center mini pub crawl partnership to the homebrewers competition at Thirsty Street Brewing, the lineup offered something for both locals and visitors, helping drive a 154% increase in check-ins over last year.

Visit Billings also expanded that visibility beyond the local market through a Chicago promotional giveaway with WGN Radio, supported by a live 10-minute interview at the start of the campaign. Closer to home, strong [local media coverage](#) through [KTVO](#) and the [Billings Gazette](#) helped spotlight [Craft Beer Week](#), the new [USA 250 page](#), upcoming summer events, and the broader economic value of tourism in Billings.

Maddie Malmstrom: Content Coordinator

May's content strategy aligned with several Visit Billings initiatives, including National Travel & Tourism Week, Craft Beer Week, and the kickstart of the summer travel season. Content was tailored to a variety of audience interests, ranging from tourism education and community awareness to craft beer experiences and summer travel inspiration.

Notable pieces included itinerary-focused content, such as [Your Perfect Summer Weekend blog](#) and reel, as well as summer event planning resources, like the [July/August Events blog](#) and weekly event roundups on our social media to help travelers discover upcoming events and plan their visits accordingly.

May also marked a key milestone, with **Instagram surpassing 10,000 followers**, an exciting achievement that reflects our continued audience growth and established presence in the digital marketing space!

Casey Conlon: Sports Tourism Director

May was one of the busiest months on the Billings sports calendar. We saw 15 major events across the city, including a wild final weekend that included MHSA State Softball, MHSA State A-C Track & Field, the Scheels 406 Cup, and the inaugural Skyline 30K and Half Marathon. You definitely could feel the city swell with thousands of out-of-town visitors.

I've personally spent a lot of time with our new sales manager, Nate Lacombe, bringing him up to speed on everything Billings has to offer as we continue to work on new and larger events, especially with Signal Peak Energy Arena and the ARC Courts Complex getting closer to opening. We'll be skating by July! And we're working internally on some fun Banana Ball plans to make sure fans will get the absolute best experience possible.

Polly Mulvaney: Group Sales Manager

May was a productive month for group sales, with one major bid submitted for August 2027 for 1,405 room nights and six Cvent RFPs contributing to a steady pipeline of future business. The team also supported upcoming events including the District Exchange Club Convention (June 2026) and NIC's 71st Annual Conference (October 2026). Industry engagement remained strong with attendance at IPW in Fort Lauderdale alongside Montana Commerce, expanding international visibility, and Accents West in Medora, fostering connections with domestic tour operators—both efforts helping position the destination for continued growth in group and tour business.

Nate LaCombe: Sales Manager

Hey I'm Nate! I started with Visit Billings in late-April. I moved back to Billings for the exciting role as Sales Manager, where I share what I love about where I grew up with others and persuade them to visit, live, work and invest in Billings. I have a diverse background ranging from political consulting, culinary/hospitality, and sales. I am now certified as a Professional in Destination Management and a Certified Autism Travel Professional.

I am currently working on 21 leads with varying degrees of likelihood to host in Billings for 2027-2029. If all these leads become definite events, I expect around 9,000 attendees from those events combined. Two notable events include a sports tournament that would bring in 1,500-2000 athletes and their families and a large-scale convention with an attendance of around 400. I'm excited to be here at Visit Billings!

Kyra Cousins: Visitor Services Manager

In May, Visit Billings launched our brand-new digital kiosk at the Billings Logan International Airport. It's officially up and running, connecting travelers to Montana's largest city via digital wayfinding, local events, articles, and secret spots. Interaction numbers are already looking fantastic for the first week.

To top it off, our team has another exciting project that we can't wait to share with everyone very soon.

TOTAL IMPRESSIONS
3.10 M ↑ 149%

TOTAL ENGAGEMENT
73.6 K ↑ 77%

NEW FOLLOWERS
2.02 K ↑ 22%

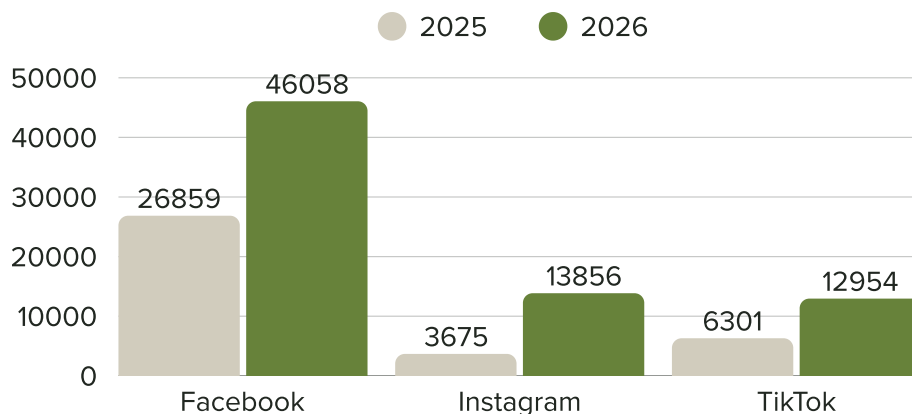
**Compared to previous month*

**SOCIAL MEDIA
ENGAGEMENT**

- Facebook : 46.1K %140 ▲
- Instagram : 13.9K %27 ▲
- TikTok : 13.0K %19 ▲
- YouTube : 200 %24 ▲
- LinkedIn : 290 %20 ▲
- eNewsletter : 279 %60 ▲

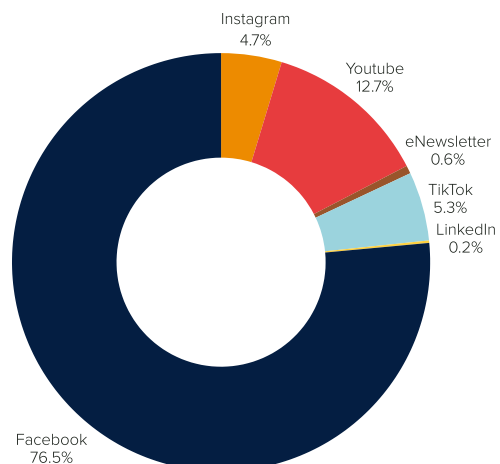
**Compared to previous month*

MAY ENGAGEMENT BY YEAR



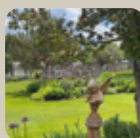
**Compared to previous year*

**IMPRESSIONS
BY PLATFORM**

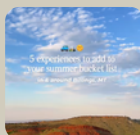


**Includes paid and organic data*

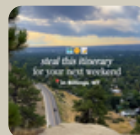
TOP PERFORMING POSTS



Secret Garden hiding in Billings...DanWalt
93k impressions, 5.9k engagements



5 experiences for your summer bucket list
76k impressions, 2.9k engagements



Summer weekend itinerary in Billings
43k impressions, 2.2k engagements

Short-form video remains the top-performing format across social channels as visitors seek to connect with a destination through the lens of real people and everyday adventures.

WEBSITE TRAFFIC

ALL

ORGANIC

SESSIONS

135 K ↑ 67%

SESSIONS

8.4 K ↑ 16%

TOTAL USERS

114.9 K ↑ 64%

TOTAL USERS

6.4 K ↑ 13%

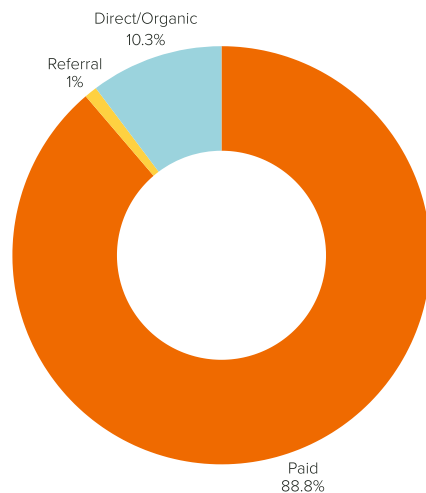
VIEWS

167.6 K ↑ 57%

VIEWS

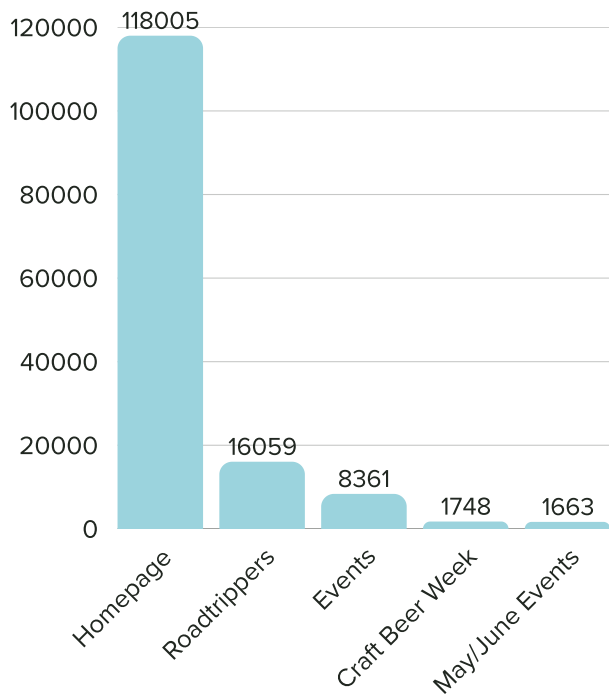
16.5 K ↑ 18%

TRAFFIC SOURCES



*Compared to previous year

TOP PAGE VISITS



TOP EVENTS

Salsa Festival	298
MT Renaissance Festival	265
Billings Fun Con	168
Mother's Day Bash	148
Banana Ball in Billings	130

TOP BLOGS

Billings Craft Beer Week 2026	1,748
May & June Events in Billings	1,663
8 Kid Friendly Spots in Billings	180
July & August Events	155
The Greatest Show on the Diamond is Coming to Billings	146