



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

July 9th, 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.

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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 – Jill Dawson, Billings Chamber BOD Liaison | |
| IV. | Approval of June Board Meeting Minutes – J. Schoenhard (Pgs. 2-3)..... | ACTION |
| V. | Approval of June Financial & Variance Reports – M. Stevenson (Pgs. 4-5) | ACTION |
| VI. | New Business: J. Schoenhard/A. Eggart..... | 8:50 |
| | i. FY26 Rollover Funds: A. Eggart..... | ACTION |
| | ii. Military Reunion Network: P. Mulvaney | |
| | iii. FY27 Meeting Schedule: J. Schoenhard/A. Eggart..... | ACTION |
| | iv. BTBID Renewal Planning: A. Eggart | |
| | v. Public Policy Guide: D. Brooks | |
| VII. | Old Business: J. Schoenhard/A. Eggart..... | 9:50 |
| | i. Chamber Building Update: J. Brewer | |
| VIII. | Board Comments – J. Schoenhard | |
| IX. | Adjournment | 10:15 |

TBID Board of Directors
MEETING MINUTES
June 11, 2026

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

Board Members Absent:

Ex-Officios Present:

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

Staff Present: Kyra Cousins, Casey Conlon, Aly Eggart, Nate LaCombe Maddie Malmstrom, Marya Pennington, Megan Stevenson

Staff Absent: Maddie Malmstrom

Others Present: Beckey Meidenger; InterMountain Management, Cathy Cullen-Kuhr; Erck Hotels, Jeff Kettleson

Call to Order: Jeff called the meeting to order at 8:30am.

Public Comment: Jeff welcomed Nate LaCombe to the Visit Billings team as their new Sales Manager and noted how successful the Montana Renaissance Festival was after their first year back in Billings at MetraPark.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Aly informed the board that John was away in Washington DC for work and provided an update on the Chamber building remodel. The Chamber, Visit Billings and Visit Southeast Montana teams will be utilizing Big Sky Economic Development as their homebase for the duration of the remodel.

Approval of Board Minutes:

Request for a motion to approve the April meeting minutes.

MOTION: Jordan motioned to approve; George 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.

New Business:

FY27 Executive Committee: Aly and Jeff shared that the Executive Committee met a couple of months prior and asked all the current members to remain as they are for this upcoming fiscal year. They asked the rest of the TBID board members for their approval of this decision.

Approval of FY27 Executive Committee:

Request for a motion to approve the FY27 Executive Committee.

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

Craft Beer Week 2026: Marya shared a presentation showing participation numbers from this year's extremely successful Craft Beer Week to the board, resulting in a 154% increase in participation from last year.

Visitor Services Update: Kyra updated the board on upcoming programs for the new fiscal year and presented the new Visit Billings digital kiosk that is being utilized at the Billings-Logan International Airport.

Old Business:

NTTW Tourism Week Awards Luncheon: Aly provided a final update from the NTTW Luncheon that Visit Billings hosted at the Pub Station. Aly shared figures and attendance numbers, showing that this event was fruitful.

Sports Authority and Tourism Update: Casey provided the Visit Billings Sports Authority By-Laws with the board, sharing a few highlighted sections for the board to look over. Casey also shared updates on the IMBA Ride Center Designation and Trail Town Designations, Banana Ball transportation to Dehler Park, and updates on the Signal Peak Energy Arena, Amend Recreational Center and Daylis Stadium. All three are expected to open in July and August.

Board Comments: Aly informed the board that from their support there are tickets available to them for Banana Ball and the Yellowstone Air Show. She will from a list of who wants to attend and when.

Jeff brought forth the idea of moving the monthly BTBID Board Meeting to a different timeline and asked the board members to think the idea over. A final decision will be approved as an action item during the July BTBID Board Meeting.

Adjournment: George Maragos motioned to adjourn.

Meeting adjourned at 9:45 a.m.

Submitted by K. Cousins

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

Revenue over expenses is \$455,866 over budget. *(Of this amount, \$385,000 has already been earmarked for sport facilities, leaving a remaining balance of \$70,866. Staff will recommend the remaining \$70,866 be reallocated to FY27 for marketing and sales budget).*

Revenue is \$88,607 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 \$18,149.

Expenses are \$544,473 under budget.

- Staff Expenses are \$60,868 under budget due to vacant position that was recently filled.
- Administrative Expenses are \$13,233 under budget from savings in computers, legal and telephone.
- Marketing Expenses are \$470,372 under budget.
 - Advertising is at budget.
 - Opportunity is \$4,292 under budget from savings in air service visits and grants.
 - Sports Facilities is under budget \$385,000 due to timing of facility completion and related support payments. *These funds will be carried over to help fund future years.*
 - Printed Materials is \$11,489 under budget due to lower spending on sports sales materials and Visitor Guide reprints.
 - Publicity is \$4,185 under budget from savings in MT Travel Association.
 - Sales is under budget \$7,863 from M/C Sales & savings in Tour Operator FAMs.
 - Tradeshows is under budget \$48,330 due to lower travel costs and reduced budget from lower assessment collections.
 - Website is \$8,808 under budget due to lower hosting costs.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	June 2026 Actual	June 2026 Budget	2025-26 Annual Budget	June 2025 Actual	June 2024 Actual
Income							
4001100 · TBID Assessments	-	-	3,293,243	3,400,000	3,400,000	1,704,090	1,710,185
4001500 · Miscellaneous Income	9,045	1,250	33,149	15,000	15,000	24,014	34,436
Carryover used for budget	-	-	45,000	45,000	45,000	231,000	259,174
Total Income	9,045	1,250	3,371,393	3,460,000	3,460,000	1,959,104	2,003,795
Expense							
5001000 · Staff Expenses							
5007000 · Wages	73,448	47,400	507,054	526,700	526,700	420,727	361,347
5007100 · FICA Expense	2,487	3,000	31,500	41,000	41,000	29,175	27,378
5007200 · Unemployment Expense	197	315	2,616	3,900	3,900	2,808	2,607
5007400 · Health & Accident Expense	7,500	10,090	79,541	102,600	102,600	52,079	39,736
5007500 · Retirement Expense	2,532	3,200	35,256	42,100	42,100	28,066	27,927
5007700 · Workers Compensation Expense	200	200	1,866	2,400	2,400	1,790	1,624
5007801 · HR Contract	900	900	10,000	10,000	10,000	-	-
5007802 · Chamber Agreement	2,500	2,500	30,000	30,000	30,000	20,000	20,000
Total 5001000 · Staff Expenses	89,763	67,605	697,832	758,700	758,700	554,644	480,619
5009000 · Administrative Expenses							
5009200 · Computers	1,200	3,775	19,308	21,750	21,750	16,826	16,840
5009300 · Equipment & Repair Expense	451	365	2,394	2,500	2,500	1,539	1,880
5009500 · Liability Insurance	-	-	2,764	2,700	2,700	2,579	2,554
5009600 · Meeting Expenses	2,922	2,600	13,167	13,000	13,000	10,928	9,675
5009650 · TBID Communications	-	1,100	1,201	2,100	2,100	285	10,162
5009700 · Office Supplies	526	1,260	3,537	4,300	4,300	4,462	1,712
5009750 · Postage	449	-	5,692	5,000	5,000	3,566	4,175
5009800 · Professional Training	1,028	-	27,676	28,150	28,150	15,441	14,539
5009850 · Legal and Accounting	235	7,100	17,135	24,600	24,600	13,158	12,982
5009900 · Telephone/Wireless Equipment	1,146	795	7,293	9,100	9,100	6,722	6,769
5009950 · Rent	5,700	5,900	68,500	68,700	68,700	-	-
Total 5009000 · Administrative Expenses	13,658	22,895	168,667	181,900	181,900	75,507	81,287
5150000 · Marketing Expenses							
5151000 · Advertising	59,340	58,900	859,537	859,500	859,500	657,102	785,690
5151500 · Film Recruitment	-	500	-	500	500	-	1,500
5152000 · Opportunity	77,058	77,000	209,708	214,000	214,000	53,728	83,320
5152000 · Sports Facilities	100,000	485,000	200,000	585,000	585,000	-	-
5152500 · Printed Materials	4,816	15,800	92,511	104,000	104,000	79,743	87,960
5153000 · Publicity	27,008	28,900	184,315	188,500	188,500	109,368	69,297
5154000 · Sales Expenses	24,329	34,800	249,937	257,800	257,800	214,714	174,251
5155000 · Tradeshow/Conventions	12,013	50,300	165,170	213,500	213,500	68,980	58,392
5156000 · Visitor Information Center	6,980	6,900	49,159	49,100	49,100	7,890	5,935
5156500 · Web Site	2,670	10,900	38,692	47,500	47,500	92,263	42,493
Total 5150000 · Marketing Expenses	314,214	769,000	2,049,028	2,519,400	2,519,400	1,283,790	1,308,838
Total Expense	417,636	859,500	2,915,527	3,460,000	3,460,000	1,913,941	1,870,744
Total Net Income	(408,590)	(858,250)	455,866	0	-	45,163	133,051

Cash	Current Month	Last Month	Last Year
Operations	457,104	843,864	50,567
Unearned Revenue	-	-	1,162,982
Rebranding Project	0	14,699	35,225
CD - Air Service	375,000	375,000	375,000
BOD Restricted	190,146	125,447	125,447
Total Cash	1,022,250	1,359,011	1,749,221
Assessments O/S	67,283	67,283	17,174

Visit Billings Staff Updates for June 2026

Aly Eggart: Executive Director

As we close out another fiscal year, I want to take a moment to thank each of you for your continued partnership and support. Together, we finished the year on a strong note, with Billings hotel room demand increasing **4.4% over the past 12 months**. While there are many factors that contribute to demand, it is encouraging to see positive momentum for our lodging community and the destination.

This year was one of tremendous progress for Visit Billings. We launched our new brand and website, welcomed more than one million passengers through Billings Logan International Airport, continued targeted leisure marketing in key fly and drive markets, strengthened our air service development efforts, expanded our sports tourism program with the launch of the Billings Sports Authority, recruited meetings and conferences, hosted international tour operators and media, celebrated our hospitality industry through the inaugural TOAST Awards, and invested in research that will help guide future marketing and destination decisions. Each of these initiatives is designed with one goal in mind: generating overnight visitation and supporting our local lodging partners.

As we begin a new fiscal year, we are excited to build on this momentum. Thank you for your continued investment in Visit Billings and for the role each of you plays in making our community a destination visitors choose to experience. We look forward to another year of working together to grow visitation and create lasting economic impact for Billings.

Marya Pennington: Marketing Director

In June, I joined KSVI's [Hello Montana](#) to highlight America's 250th anniversary and Visit Billings' new USA 250 landing page, which is designed to inspire travelers to visit Billings for 250-related events while also including our destination in their broader anniversary travel plans.

We also hosted four journalists from Florida, Chicago, and the Denver area for a week-long familiarization tour of Billings. During their visit, they dined at local restaurants and met with the makers, producers, artists, brewers, and entrepreneurs who reflect the spirit behind Do Mighty Things. The group also experienced a behind-the-scenes tour at ZooMontana, visited Four Dances Recreation Area and Pictograph Cave State Park, and explored Skyline Trail and Zimmerman Park. These visits help journalists gain a true sense of place, leading to stronger future storytelling, added visibility for Billings, and long-term media interest in our destination.

Maddie Malmstrom: Content Coordinator

Summer event season is upon us, and audiences are showing up in a big way! In June, our content strategy across social media, blogs, and the leisure newsletter focused heavily on unique summer events and seasonal activities in Billings. That strategy generated significant regional and national interest, with our three top-performing reels earning 1.1 million impressions across social media alone.

Featured content included reels highlighting [Strawberry Festival](#) and the [150th Anniversary of the Little Bighorn Battlefield](#), along with blogs on [Where to Find Free Outdoor Concerts This Summer](#) and the [72nd Billings Mexican Fiesta](#).

Casey Conlon: Sports Tourism Director

As summer shows up, outdoor sports take center stage in Billings. June was filled with baseball and softball tournaments, along with the MSGA State Juniors Championships at Lake Hills, not to mention several running events - it's a great month to be outside!

Inside the Visit Billings sports office, we've been looking toward the future, completing several bids on some large events held from 2027 all the way through 2030. These are national groups who have never been to Montana, so we're hoping to put Billings a bit more on the map.

Finally, we're looking ahead a bit to the new Amend Park facilities. Signal Peak Energy Arena has announced a July 17 grand opening, with the Amend Recreation Center Courts Complex not far behind. We're excited for everyone to see what we've been hyping up for the last year!

Polly Mulvaney: Group Sales Manager

During June, we submitted four proposals, including one association conference bid and three military reunion proposals along with two Cvent RFPs. I attended the Military Reunion Network Summit, in Toledo, Ohio where I conducted 33 one-on-one appointments with reunion planners from across the country. The summit provided valuable insight into the military reunion market and allowed me to evaluate its long-term potential for Billings while promoting our destination to reunion organizers.

We have developed detailed itineraries for two site visits taking place in July: one for a potential state association conference in 2028 and another for a large national conference that has already selected Billings for August 2027. In addition, I am researching trade show opportunities in both the convention and the travel trade market to help guide our sales strategy and investment.

Nate LaCombe: Sales Manager

It has been a busy month! This month I've been working with Polly and Casey on submitting some bids for some large conventions and sporting events. We submitted three bids this month, contacted 10 new leads bringing our pipeline up to 32 open leads. We have confirmed one sporting event and one conference for 2027 and 2029! We are in the midst of planning multiple site visits to show our prospects what's great about Billings!

The month consisted of consistent follow-up with new leads, researching our prospects, and putting together thoughtful proposals and bids. I'm working on building a dashboard and reports for the sales team to help us inform when and how to attack new business.

Kyra Cousins: Visitor Services Manager

In June, a lot of time went into uploading data to the Visit Billings digital kiosk at the airport and we are adding new things every day.

With summer events approaching our team has been working on a fun new merch item to be available during the Yellowstone Air Show and Banana Ball.

With the main offices undergoing renovations, a temporary visitor information spot has been set up at Marble Coffee Co., and the airport still offers their visitor information area for travelers to utilize.

TOTAL IMPRESSIONS

3.16 M ↑ 2%

TOTAL ENGAGEMENT

145 K ↑ 97%

NEW FOLLOWERS

4.46K ↑ 122%

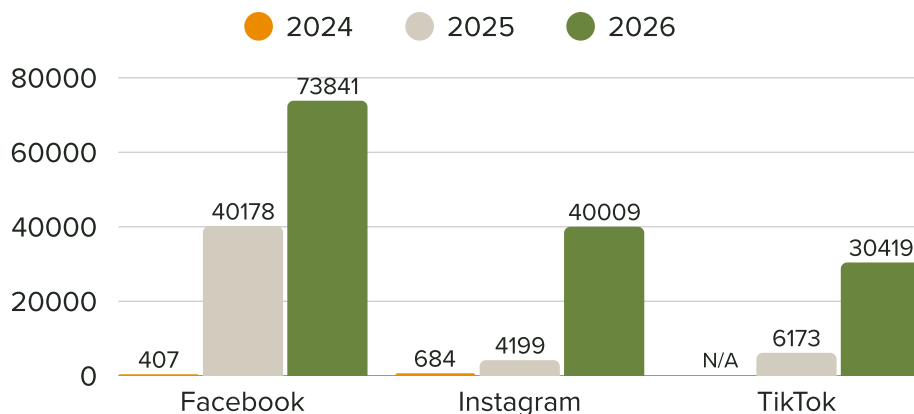
**Compared to previous month*

SOCIAL MEDIA
ENGAGEMENT

Facebook : 73.8K	↑ %60
Instagram : 40.0K	↑ %189
TikTok : 30.4K	↑ %135
YouTube : 283	↑ %42
LinkedIn : 90	↓ %69
eNewsletter : 171	↓ %39

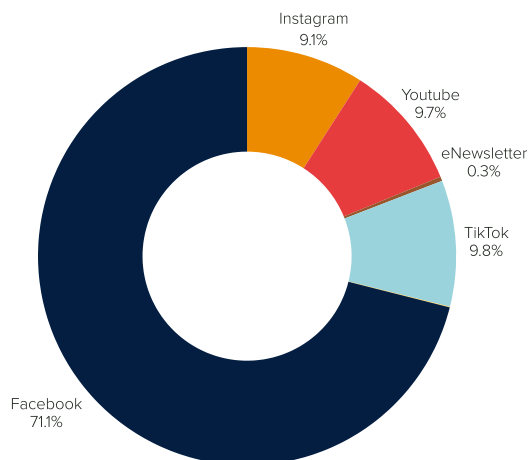
**Compared to previous month*

JUNE ENGAGEMENT BY YEAR



**Compared to previous year*

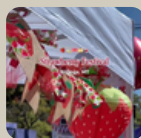
IMPRESSIONS
BY PLATFORM



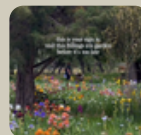
TOP PERFORMING POSTS



150th of Little Bighorn Battlefield
505k impressions, 26.9k engagements



Strawberry Festival
389k impressions, 27.0k engagements



Tina and Daughters Iris Garden
168k impressions, 10.8k engagements

Short-form videos highlighting unique summer events and activities were the top-performing content in June, with top audiences including Philadelphia, Suwanee, Denver, Bozeman, and Missoula.

**Includes paid and organic data*

WEBSITE TRAFFIC

ALL

SESSIONS

148 K

↑ 61%

TOTAL USERS

126.2 K

↑ 55%

VIEWS

190.1 K

↑ 66%

ORGANIC

SESSIONS

11.7 K

↑ 33%

TOTAL USERS

9.3 K

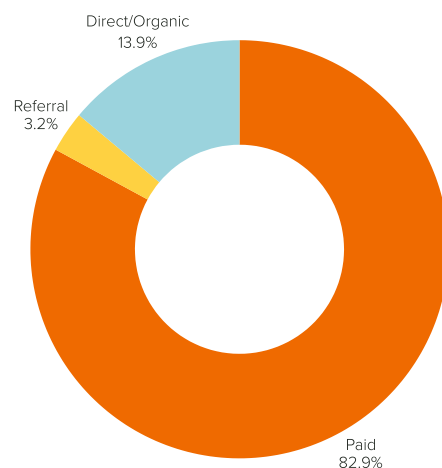
↑ 37%

VIEWS

23 K

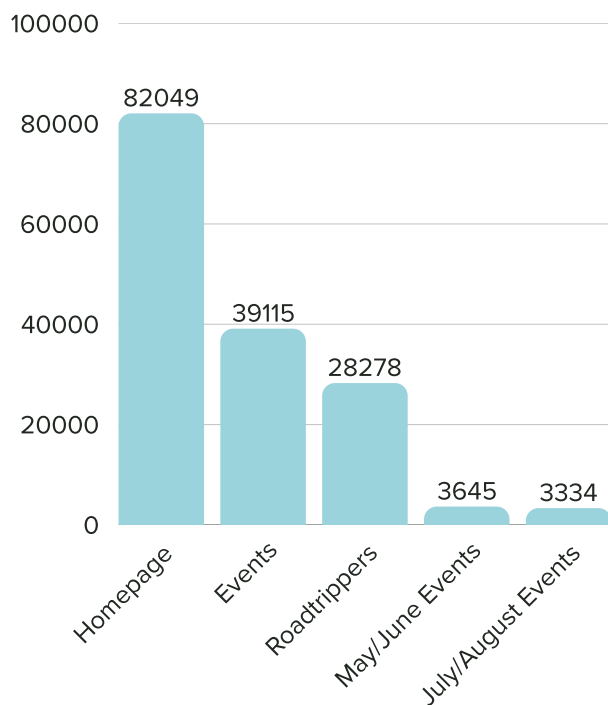
↑ 37%

TRAFFIC SOURCES



*Compared to previous year

TOP PAGE VISITS



TOP EVENTS

Yellowstone International Air Show	3,074
Billings Strawberry Festival	1,353
Big Sky Balloon Rally	503
Billings Fun Con	410
Banana Ball in Billings	344

TOP BLOGS

May & June Events in Billings	3,645
July & August Events in Billings	3,334
8 Kid Friendly Spots in Billings	302
USA 250 - Remembering Battle of LBH	259
Where to Find Free Outdoor Concerts this Summer	256