



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

August 13th, 2026 | 8:30 a.m.

SIGNAL PEAK ENERGY ARENA COMMUNITY ROOM | 719 Commerce Way

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 – Toby O’Rourke/Jill Dawson, Billings Chamber BOD Liaison
- IV. Approval of July Board Meeting Minutes – J. Schoenhard (Pgs. 2-3).....ACTION
- V. Approval of July Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ACTION
- VI. New Business: J. Schoenhard/A. Eggart.....8:50
 - i. Confidential Bid Direction: P. Mulvaney/ N. LaCombe..... ACTION
 - ii. Advertising Update: A. Eggart/ M. Pennington
- VII. Old Business: J. Schoenhard/A. Eggart.....9:30
 - i. BTBID Renewal Planning Committee: A. Eggart/J. Schoenhard.....ACTION
- VIII. Board Comments – J. Schoenhard
- IX. Adjournment 10:00
- X. Kevin Kooistra Award Winner Selection – Full Board

TBID Board of Directors
MEETING MINUTES
July 9, 2026

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

Board Members Absent: George Maragos

Ex-Officios Present:

Ex-Officios Absent: Jill Dawson, Thirsty Street Brewing Co., Chamber Board of Directors Liaison

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

Staff Absent:

Others Present: Lacey Gardner; Boothill Inn & Suites, Beckey Meidenger; InterMountain Management, Cathy Cullen-Kuhr; Erck Hotels, Jeff Kattleson

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

Public Comment: Jeff Kattleson provided a public comment pertaining to the concerns about the local baseball teams being taken over by city funding. Jeff K. would like the TBID to get financially involved in any way possible.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: Aly informed the board that Jill Dawson, owner of Thirsty Brewing Co., and the new Chamber board liaison, was travelling during the July meeting and will be introduced in August.

Approval of Board Minutes:

Request for a motion to approve the June meeting minutes.

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

Approval of Financial & Variance Reports:

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

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

New Business:

FY26 Rollover Funds: Aly is recommending putting the FY26 rollover funds, amounting to \$70,866, into the marketing and advertising budget. It's felt that as we have put more money into meetings and conventions along with sports, Aly believes it would be a strong move to have this amount in a line item where we could do another takeover, preferably in Seattle, as it has become a growing market for Billings.

After Aly's recommendation, a discussion was held by the board.

Approval of FY26 Rollover Funds:

Request for a motion to approve the FY26 Rollover Funds.

MOTION: Shelli motioned to approve; Steve seconded but would like to see the marketing and advertising budget broken down by line items to see where other aspects of that budget is going.

Jace Opposed. Motion carried.

Military Reunion Network: Polly shared a presentation about the Military Reunion Network. Billings is currently the only member of the network within Montana. It is Polly's recommendation that Visit Billings continues to support the MRN membership to maintain lead generation and industry visibility but discontinue attendance at the annual summit. Jace and Shelli agreed with Polly's statements and insights.

FY27 Meeting Schedule: Aly and Jeff presented a new meeting schedule that highlighted 9 BTBID meetings throughout the year instead of 12. Discussion was had between the board.

Approval of FY27 Meeting Schedule:

Request for a motion to approve the FY27 Meeting Schedule.

MOTION: Shelli opposes; Jace seconded. Motion opposed.

The BTBID meeting will continue monthly.

BTBID Renewal Planning: Aly requested feedback on our past marketing initiatives to take to all of Billings' hoteliers to see if they are in agreeance with that what Visit Billings is doing. Shelli and Steve suggested focusing on recent work from the last couple years and outlining a future strategy. This topic will remain on the agenda for ongoing discussion.

Public Policy Guide: Dan shared the updated Public Policy Guide that includes the Travel & Tourism policies. Shelli and Steve added a few suggestions to add to those policies.

Old Business:

Chamber Building Update: John presented the new Chamber building layout that includes new office space for Visit Billings and an overview of the construction timeline.

Board Comments: Shelli shared that the MLHA Conference will be held at Billings Hotel and Convention Center and will include breakouts for everyone in attendance, and to head over to 105 Brewing at any time to try the new Boothill Inn Bandit IPA.

Adjournment: Jordan motioned to adjourn.

Meeting adjourned at 9:46 a.m.

Submitted by K. Cousins

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

July's revenue over expenses is \$11,463 under budget.

Revenue is \$16,872 under budget. At the time of this report, one property remains outstanding.

Expenses are \$5,409 under budget.

- Staff Expenses are \$2,639 under budget.
- Administrative Expenses are \$431 under budget.
- Marketing Expenses are \$2,339 under budget.

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

	CURRENT MONTH		YEAR TO DATE		2026-27 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	July 2026 Actual	July 2026 Budget		July 2025 Actual	July 2024 Actual
Income							
4001100 · TBID Assessments	1,757,240	1,774,300	1,757,240	1,774,300	3,400,000	1,587,914	863,730
4001500 · Miscellaneous Income	1,888	1,700	1,888	1,700	20,000	1,397	1,921
Carryover used for budget	70,000	70,000	70,000	70,000	70,000	45,000	231,000
Total Income	1,829,128	1,846,000	1,829,128	1,846,000	3,490,000	1,634,311	1,096,651
Expense							
5001000 · Staff Expenses							
5007000 · Wages	53,298	54,500	53,298	54,500	560,000	47,733	27,180
5007100 · FICA Expense	3,945	4,000	3,945	4,000	43,100	3,530	1,987
5007200 · Unemployment Expense	311	300	311	300	4,000	323	157
5007400 · Health & Accident Expense	7,500	8,100	7,500	8,100	103,500	6,354	4,247
5007500 · Retirement Expense	4,034	4,800	4,034	4,800	45,700	4,185	2,602
5007700 · Workers Compensation Expense	175	200	175	200	2,400	166	134
5007801 · HR Contract	-	-	-	-	-	246	-
5007802 · Chamber Admin Support	-	-	-	-	-	-	20,000
Total 5001000 · Staff Expenses	69,261	71,900	69,261	71,900	758,700	62,538	56,309
5009000 · Administrative Expenses							
5009200 · Computers	927	950	927	950	21,880	796	705
5009300 · Equipment & Repair Expense	53	175	53	175	2,600	181	159
5009500 · Liability Insurance	2,079	2,200	2,079	2,200	2,800	2,079	-
5009600 · Meeting Expenses	963	880	963	880	14,500	710	742
5009650 · TBID Communications	39	50	39	50	2,100	29	-
5009700 · Office Supplies	187	315	187	315	5,800	128	76
5009750 · Postage	934	900	934	900	5,000	1,143	1,080
5009800 · Professional Training	1,668	1,600	1,668	1,600	28,900	1,415	1,695
5009850 · Legal and Accounting	-	-	-	-	16,600	1,750	-
5009900 · Telephone/Wireless Equipment	555	765	555	765	9,220	570	475
5007802 · Chamber Partnership Agreement	13,750	13,750	13,750	13,750	165,000	-	-
5009950 · Rent	-	-	-	-	-	-	-
Total 5009000 · Administrative Expenses	21,154	21,585	21,154	21,585	274,400	8,800	4,933
5150000 · Marketing Expenses							
5151000 · Advertising	39,577	39,600	39,577	39,600	865,000	44,162	71,924
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	52,500	53,000	52,500	53,000	226,500	13,604	-
5152000 · Sports Facilities	112,500	112,500	112,500	112,500	635,000	-	-
5152500 · Printed Materials	2,011	2,100	2,011	2,100	76,000	49	-
5153000 · Publicity	41,982	42,000	41,982	42,000	231,500	32,143	17,820
5154000 · Sales Expenses	6,850	7,100	6,850	7,100	240,500	31,176	5,314
5155000 · Tradeshow/Conventions	17,541	17,600	17,541	17,600	110,000	30,500	21,154
5156000 · Visitor Information Center	(1,401)	-	(1,401)	-	10,600	25,900	3,890
5156500 · Web Site	-	-	-	-	61,300	-	2,393
Total 5150000 · Marketing Expenses	271,561	273,900	271,561	273,900	2,456,900	177,535	122,496
Total Expense	361,976	367,385	361,976	367,385	3,490,000	248,874	183,737
Total Net Income	1,467,152	1,478,615	1,467,152	1,478,615	-	1,385,437	912,914

Cash	Current Month	Last Month	Last Year
Unrestricted	1,855,400	457,104	1,257,952
Unearned Revenue	-	-	-
Rebranding Project	-	-	35,225
Air Service	375,000	375,000	375,000
BOD Restricted	190,146	190,146	125,447
Total Cash	2,420,547	1,022,250	1,793,624
Assessments O/S	86,395	67,283	17,174

Visit Billings Staff Updates for July 2026

Aly Eggart: Executive Director

Summer has been in full swing at Visit Billings, and our team has been hard at work supporting visitors, partners, and the many events that make this season so special. This month, we wrapped up the final visitor intercepts for our Visitor Profile Study and are nearly finished with the last wave of online surveys. We look forward to sharing the full results in September. As we head into August, we are excited to welcome visitors for Banana Ball and the Yellowstone International Airshow while also celebrating America's 250th anniversary here in Billings. It's shaping up to be an incredible summer, and we're grateful for your continued partnership in helping showcase our community.

Marya Pennington: Marketing Director

In July, I presented to Campus Billings, a Billings Chamber of Commerce program for summer interns, sharing Visit Billings' mission, the work we do, and opportunities to explore Billings and the surrounding area. I also helped facilitate a local film shoot for the documentary series All Access with Andy Garcia, focused on Billings' growing sports tourism industry. The crew filmed at the new Signal Peak Energy Ice Arena and ARC Courts and interviewed several community stakeholders. In addition, I joined the Visit Billings team at our Strawberry Festival booth to engage with attendees and provide visitor information. I also attended the ribbon cutting celebrating the opening of the new Courts Complex at the Amend Recreation Campus (ARC).

Maddie Malmstrom: Content Coordinator

Our social channels are becoming an increasingly valuable part of the visitor journey. While they continue to be instrumental in introducing Billings to new audiences, they are also becoming a destination in their own right - a place where visitors can find inspiration, information, and ideas for their time in Billings. By creating relatable, authentic content that provides value before, during, and after a trip, we're building a community that keeps people connected to the destination.

That ongoing strategy was reflected in July through getting out into the community and capturing experiences at Big Sky Balloon Rally, Billings Mexican Fiesta, and Signal Peak Energy Arena Open House, giving our audience a firsthand look at what's happening in Billings and helping them envision their own visit here.

Casey Conlon: Sports Tourism Director

WE'RE OPEN! July couldn't have been more exciting, as we watched both Signal Peak Energy Arena and the Amend Recreation Center Courts Complex open their doors to the public. These two new venues will transform the Billings sports community, not only attracting thousands of out-of-town visitors who will generate significant economic revenue but also allowing Billings community members access and opportunity to recreation our city has been lacking. These facilities are truly a win all around.

Couple that with the impending opening of Sam McDonald Stadium at Daylis, and we will look back on Summer 2026 as one of the most transformative times in Billings' sports history.

All of these new facilities allows Billings to host unique events we've never been able to host before. Internally, the Visit Billings sports team submitted several more bids, events that hopefully will position us as a regional sports leader in the northern Rockies.

Polly Mulvaney: Group Sales Manager

July focused on hosting three site visits for planners representing two national conferences and one state convention, highlighting Billings' convention hotels, unique venues, breweries, and culinary scene. I also responded to three Cvent RFPs and provided convention services for two state and one national conference scheduled for this fall.

Nate LaCombe: Sales Manager

July was a very productive month for the sales team. We submitted three bids in July with a total estimated impact of over \$500k. We've added seven new qualified leads to our pipeline of 32 open leads. We hosted site visits for multiple groups who were pleasantly surprised by what Billings has to offer. I've made progress on our sales dashboard and am working with the team to fine-tune the metrics we need to continue to be successful!

Kyra Cousins: Visitor Services Manager

In July, our team co-hosted another successful Strawberry Festival, where we interacted with more than 150 locals and visitors. To further my professional development, I had the opportunity to attend both the Destinations International Visitor Services Summit and the Annual Convention in Portland, Oregon, from July 21–24 where we explored storytelling, along with solutions for today and strategies for tomorrow. July continues to be a strong month for delivering our materials to stakeholder, local businesses, conventions and sporting events.

TOTAL IMPRESSIONS

2.0M ↓ 37%

TOTAL ENGAGEMENT

74K ↓ 49%

NEW FOLLOWERS

1.7K ↓ 62%

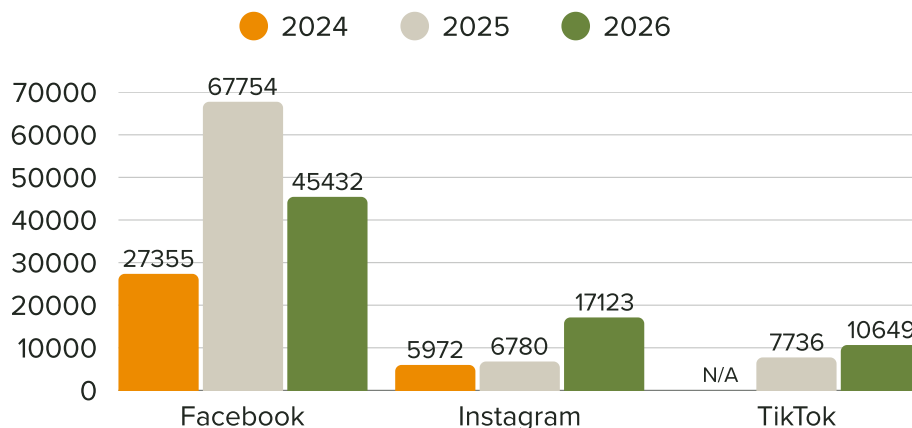
**Compared to previous month*

SOCIAL MEDIA
ENGAGEMENT

Facebook : 45.4K	%38
Instagram : 17.1K	%57
TikTok : 10.6K	%65
YouTube : 94	%67
LinkedIn : 204	%127
eNewsletter : 164	%4

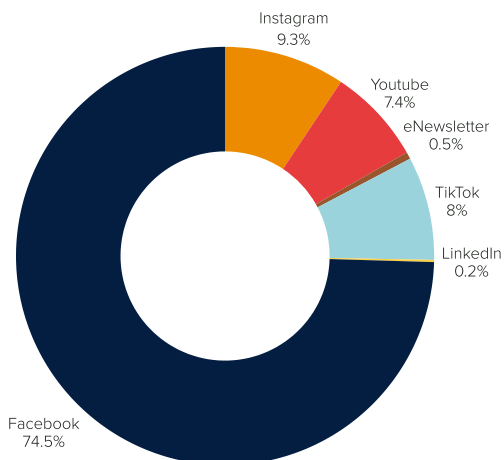
**Compared to previous month*

JULY ENGAGEMENT BY YEAR



**Compared to previous year*

IMPRESSIONS
BY PLATFORM



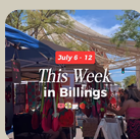
**Includes paid and organic data*

TOP PERFORMING POSTS



Mexican Fiesta

71k impressions, 5.5k engagements



This week in Billings - events

65k impressions, 2.7k engagements



Big Sky Balloon Rally

47k impressions, 1.5k engagements

Content surrounding Billings' summer events performed strongest last month, with audiences actively engaging with what there is to see and do in Billings. This reinforces social media's role not only in reaching potential visitors, but helping facilitate them during their time here.

WEBSITE TRAFFIC

ALL

SESSIONS

142.2 K ↑ 38%

TOTAL USERS

114.2 K ↑ 22%

VIEWS

184.5 K ↑ 33%

ORGANIC

SESSIONS

16.7 K ↑ 69%

TOTAL USERS

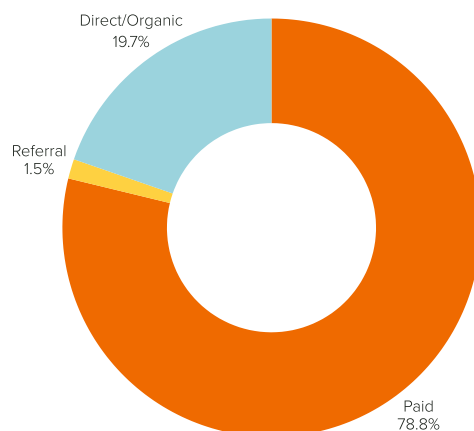
12.5 K ↑ 60%

VIEWS

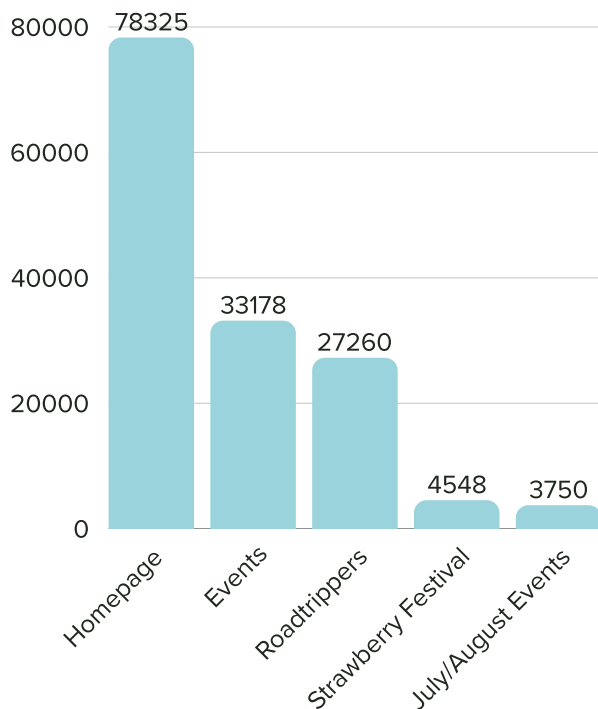
28.1 K ↑ 42%

*Compared to previous year

TRAFFIC SOURCES



TOP PAGE VISITS



TOP EVENTS

Billings Strawberry Festival	4,548
Yellowstone International Air Show	3,023
Big Sky Balloon Rally	1,430
Celebrate Freedom 2026	1,009
Billings Mexican Fiesta	901

TOP BLOGS

July & August Events in Billings	3,750
Banana Ball	827
Mexican Fiesta	511
8 Kid Friendly Spots in Billings	285
Where to Find Free Outdoor Concerts this Summer	209