



BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS | REGULAR MEETING AGENDA*

September 10th, 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 – Jill Dawson, Billings Chamber BOD Liaison | |
| IV. | Approval of August Board Meeting Minutes – J. Schoenhard (Pgs. 2-3)..... | ACTION |
| V. | Approval of August Financial & Variance Reports – M. Stevenson (Pgs. 4-5) | ACTION |
| VI. | New Business: J. Schoenhard/A. Eggart..... | 8:50 |
| | i. Montana Travel Association/Voices of Montana: D. Schieffer..... | ACTION |
| | ii. November Strategic Planning Session: J. Schoenhard/A. Eggart | |
| VII. | Old Business: J. Schoenhard/A. Eggart..... | 9:15 |
| | i. BTBID Renewal Planning: A. Eggart/Renewal Committee | |
| VIII. | Board Comments – J. Schoenhard | |
| IX. | Adjournment | 9:30 |

TBID Board of Directors
MEETING MINUTES
August 13, 2026

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

Board Members Absent: Jordan Clayton

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, Cathy Cullen-Kuhr; Erck Hotels, Toby O'Rourke; Kampgrounds of America, Jake Penwell; Yellowstone International Airshow, Matt McDonnell; Yellowstone International Airshow

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

Public Comment: Joe notified the board that he had been appointed to the Billings Amateur Hockey League Board. Jeff included that the board would be hearing from Jake Penwell, with the Yellowstone International Airshow, during board comments.

BTBID Partner Updates:

Billings Chamber of Commerce Monthly Update: John introduced Toby O'Rourke, CEO of Kampgrounds of America, as the new Billings Chamber board chair. John also provided an update on the Billings Chamber building and sponsorship opportunities.

Approval of Board Minutes:

Request for a motion to approve the July 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: Joe motioned to approve; Steve seconded. Motion carried.

New Business:

Confidential Bid Direction: Polly and Nate shared a citywide bid that would like to come to Billings with the TBID board.

Approval of a Confidential Bid Direction:

Request for a motion to approve \$50,000 towards a bid fee for a Confidential Bid Direction.

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

Advertising Updating: Marya and Aly provided an advertising update that the board had previously requested in July. Marya gave a comprehensive breakdown of the budget, highlighting where that money is going and why.

Old Business:

BTBID Renewal Planning Committee: During the BTBID Renewal, Aly and Jeff would like to assign a planning committee with three of the current BTBID board members, Steve, George, and Jeff.

Approval of the BTBID Renewal Planning Committee:

Request for a motion to approve the BTBID Renewal Planning Committee.

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

Board Comments: Jake and Matt with the Yellowstone International Airshow came to the meeting today to request additional financial support from the BTBID Board. After discussion from the board, additional financial assistance was opposed.

Adjournment: Jase motioned to adjourn.

Meeting adjourned at 10:06 a.m.

Submitted by K. Cousins

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

August's revenue over expenses is \$3,627 under budget.

Revenue is \$15,261 under budget. At the time of this report, one property remains outstanding.

Expenses are \$11,634 under budget.

- Staff Expenses are \$6,852 under budget.
- Administrative Expenses are \$1,524 under budget.
- Marketing Expenses are \$3,259 under budget.

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

	CURRENT MONTH		YEAR TO DATE		2026-27 Annual Budget	LAST YEAR	PREVIOUS YEAR
	Actual	Budget	Aug 2026 Actual	Aug 2026 Budget		Aug 2025 Actual	Aug 2024 Actual
Income							
4001100 · TBID Assessments	-	-	1,757,240	1,774,300	3,400,000	1,620,760	865,868
4001500 · Miscellaneous Income	3,311	1,700	5,199	3,400	20,000	2,635	4,700
Carryover used for budget	-	-	70,000	70,000	70,000	45,000	231,000
Total Income	3,311	1,700	1,832,439	1,847,700	3,490,000	1,668,395	1,101,568
Expense							
5001000 · Staff Expenses							
5007000 · Wages	34,510	37,500	87,807	92,000	560,000	76,070	59,495
5007100 · FICA Expense	2,546	2,900	6,490	6,900	43,100	5,598	4,372
5007200 · Unemployment Expense	119	300	430	600	4,000	492	352
5007400 · Health & Accident Expense	7,555	8,100	15,055	16,200	103,500	12,546	8,508
5007500 · Retirement Expense	2,881	3,000	6,915	7,800	45,700	6,572	4,907
5007700 · Workers Compensation Expense	175	200	350	400	2,400	316	293
5007801 · HR Contract	-	-	-	-	-	246	-
5007802 · Chamber Admin Support	-	-	-	-	-	-	20,000
Total 5001000 · Staff Expenses	47,786	52,000	117,048	123,900	758,700	101,842	97,926
5009000 · Administrative Expenses							
5009200 · Computers	1,064	1,158	1,990	2,108	21,880	1,729	3,390
5009300 · Equipment & Repair Expense	170	175	223	350	2,600	334	273
5009500 · Liability Insurance	-	-	2,079	2,200	2,800	2,079	2,079
5009600 · Meeting Expenses	1,342	1,580	2,305	2,460	14,500	1,916	1,754
5009650 · TBID Communications	205	200	244	250	2,100	29	29
5009700 · Office Supplies	222	315	409	630	5,800	195	1,122
5009750 · Postage	180	200	1,114	1,100	5,000	1,303	1,335
5009800 · Professional Training	4,717	4,900	6,385	6,500	28,900	1,455	2,645
5009850 · Legal and Accounting	500	625	500	625	16,600	1,750	-
5009900 · Telephone/Wireless Equipment	426	765	981	1,530	9,220	956	1,101
5007802 · Chamber Partnership Agreement	13,750	13,750	27,500	27,500	165,000	-	-
5009950 · Rent	-	-	-	-	-	-	-
Total 5009000 · Administrative Expenses	22,576	23,668	43,729	45,253	274,400	11,746	13,729
5150000 · Marketing Expenses							
5151000 · Advertising	114,842	115,000	153,782	154,600	865,000	180,106	137,111
5151500 · Film Recruitment	-	-	-	-	500	-	-
5152000 · Opportunity	29,805	29,800	82,305	82,800	226,500	67,128	4,744
5152000 · Sports Facilities	-	-	112,500	112,500	635,000	-	-
5152500 · Printed Materials	9,188	9,200	11,199	11,300	76,000	49	23
5153000 · Publicity	29,141	29,200	71,123	71,200	231,500	52,541	26,708
5154000 · Sales Expenses	27,033	27,100	33,883	34,200	240,500	60,866	16,313
5155000 · Tradeshow/Conventions	6,571	6,500	24,112	24,100	110,000	42,719	22,505
5156000 · Visitor Information Center	-	-	(1,401)	-	10,600	25,900	3,890
5156500 · Web Site	17,519	17,580	17,519	17,580	61,300	6,358	8,395
Total 5150000 · Marketing Expenses	234,099	234,380	505,022	508,280	2,456,900	435,667	219,690
Total Expense	304,461	310,048	665,799	677,433	3,490,000	549,255	331,345
Total Net Income	(301,150)	(308,348)	1,166,640	1,170,267	-	1,119,141	770,222

Cash	Current Month	Last Month	Last Year
Unrestricted	1,509,576	1,855,400	1,030,971
Unearned Revenue	-	-	-
Rebranding Project	-	-	33,225
Air Service	375,000	375,000	375,000
BOD Restricted	190,146	190,146	125,447
Total Cash	2,074,722	2,420,547	1,564,643
Assessments O/S	86,395	86,395	96,158

Visit Billings Staff Updates for August 2026

Aly Eggart: Executive Director

As we reflect on an incredible summer in Billings, we're excited to carry that momentum into an action-packed fall. From major events that brought incredible energy to our community to the continued growth of Billings as a destination, our team is proud of what we've accomplished alongside our partners and stakeholders, and even more excited about what's ahead.

This month, we're especially proud to celebrate Alex Tyson as the second recipient of the Kevin Kooistra Award for Tourism Excellence, recognizing her lasting impact on tourism and our community. We're also entering a new chapter for sports tourism in Billings, with all three of our newest sports facilities now open and creating even more opportunities to recruit events and welcome athletes and families to our city. There is a lot to look forward to this fall, and we're grateful to have our stakeholders alongside us as we keep building on the momentum.

Marya Pennington: Marketing Director

This month, I worked with our agency of record to plan and launch Visit Billings' fall marketing campaign, highlighting key seasonal events including the Montana Marathon, All Hallows Medieval Fantasy Faire, and HarvestFest. I also had the privilege of announcing Alex Tyson with KOA as this year's recipient of the Kevin Kooistra Award for Tourism Excellence. In addition, I joined the Visit Billings team in helping welcome and assist visitors during one of the biggest weekends our community has seen, with Banana Ball and the Yellowstone International Air Show taking place simultaneously. Both events brought tremendous energy, national attention, and significant economic impact to Billings, while showcasing our community's ability to successfully host large-scale visitor experiences.

Maddie Malmstrom: Content Manager

With the big 250th taking place last month, August's digital presence reflected that momentum. Engagement was up 133% on Facebook compared to August 2025, while Instagram increased 484% and TikTok increased 626%.

While our content regularly highlights what's happening in Billings, the 250th events gave us a unique opportunity to take real-time storytelling even further. Our near-live coverage built excitement throughout the week, fueled by strong engagement and enthusiasm from locals and visitors alike, while showcasing the impact and scale of events that Billings can (and does) host.

And as we wrapped up August, we've already transitioned into fall trip planning, with recent blogs highlighting [September and October Events](#) and [Seasonal Adventures You Can't Miss This Fall](#).

Casey Conlon: Sports Tourism Director

Another month, another sports venue unveiling! The newly-named Sam McDonald Stadium at Daylis unlocked the gates in late August on its \$15 million renovation. The additions include a rebuilt West Grandstand, increasing the seating capacity inside the stadium to 5,200; a new West Entry; four new locker rooms; a new concessions area and concourse; new field turf and HD television-compatible lighting; and maybe most importantly, a new 10-lane track that will allow the facility to host major events like an MHSAA State Track & Field meet.

Sam McDonald Stadium's opening comes on the heels of a successful first six weeks for Billings' two brand-new facilities, Signal Peak Energy Arena and the Amend Recreation Center Courts Complex. Thousands have already been on the ice, while ARC has already noted 25 tournaments booked.

All three facilities are actively involved in Visit Billings bids, showing just how exciting a time it is in the Billings sports world!

Polly Mulvaney: Group Sales Manager

In August, we responded to 8 Cvent RFPs, in addition to official bids submitted for three national conferences taking place in 2027 and 2028. Also provided services for the Montana Grazing Lands Coalition Expo taking place in September 2026.

On the Travel Trade side, an FAM itinerary was developed for 13 Australian tour operators visiting Billings in November 2026. Along with participating with the entire Visit Billings team in welcoming Banana Ball and Yellowstone International Air Show guests.

Nate LaCombe: Sales Manager

If we thought we were busy in July, we were wrong. This was a huge month for Visit Billings. In addition to Banana Ball and the Yellowstone Airshow (what successes!) we also managed to submit eight new bids for meetings/conventions/sports with an estimated economic impact of nearly \$700,000. Our sales pipeline is up to 34 active leads. We had three leads go from bid submitted to definite this month! Visit Billings has 22 future booked events with an estimated economic impact of nearly \$1 million dollars!

Kyra Cousins: Visitor Services Manager

During August, I stayed busy by working on internal programming and focused on continuing to upload data to the new digital kiosk, so that visitors can easily find local spots and information. I also spent time updating our new visitor guide, making sure our information stays up to date. On top of that, our team provided excellent hospitality and support for Banana Ball and the Yellowstone Airshow, which brought a ton of energy and visitors to town.

TOTAL IMPRESSIONS
2.77M ↑ 38%

TOTAL ENGAGEMENT
116K ↑ 57%

NEW FOLLOWERS
3.2K ↑ 84%

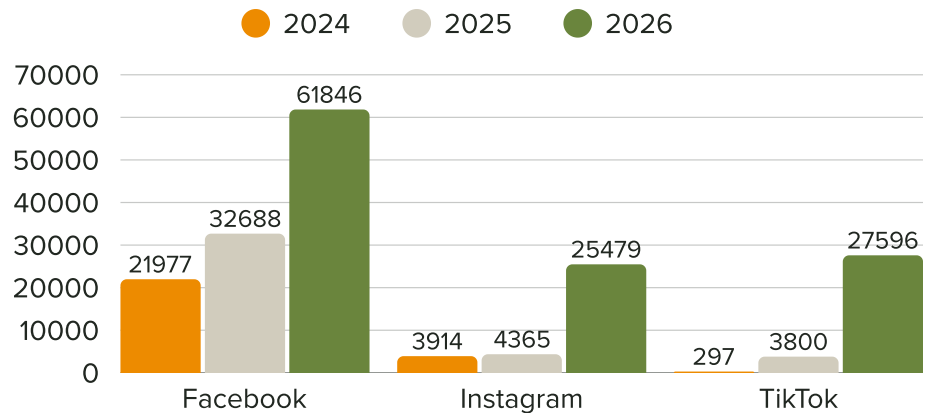
**Compared to previous month*

SOCIAL MEDIA
ENGAGEMENT

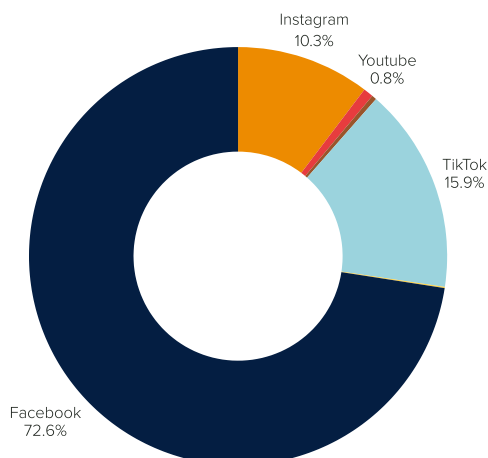
Facebook : 61.8K	↑ %36
Instagram : 25.5K	↑ %49
TikTok : 27.6K	↑ %159
YouTube : 217	↑ %131
LinkedIn : 235	↑ %15
eNewsletter : 164	↑ %2

**Compared to previous month*

AUGUST ENGAGEMENT BY YEAR

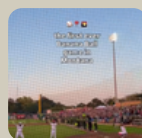


IMPRESSIONS
BY PLATFORM



**Includes paid and organic data*

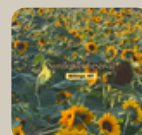
TOP PERFORMING POSTS



First Banana Ball game in Montana
325k impressions, 23.7k engagements



If you're in Billings, look up - Air Show
165k impressions, 10.5k engagements



Sunflower Festival
123k impressions, 7.5k engagements

August's engagement reflected the impact of the 250th celebrations, with Banana Ball and the Yellowstone International Air Show driving top-performing content. We also launched TikTok ads, which now account for a larger share of total social impressions.

WEBSITE TRAFFIC

ALL

SESSIONS

133.5 K ↑ 55%

TOTAL USERS

107 K ↑ 51%

VIEWS

182.6 K ↑ 67%

ORGANIC

SESSIONS

12.6 K ↑ 53%

TOTAL USERS

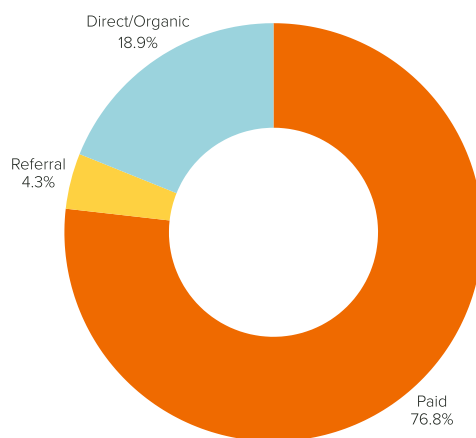
10.3 K ↑ 60%

VIEWS

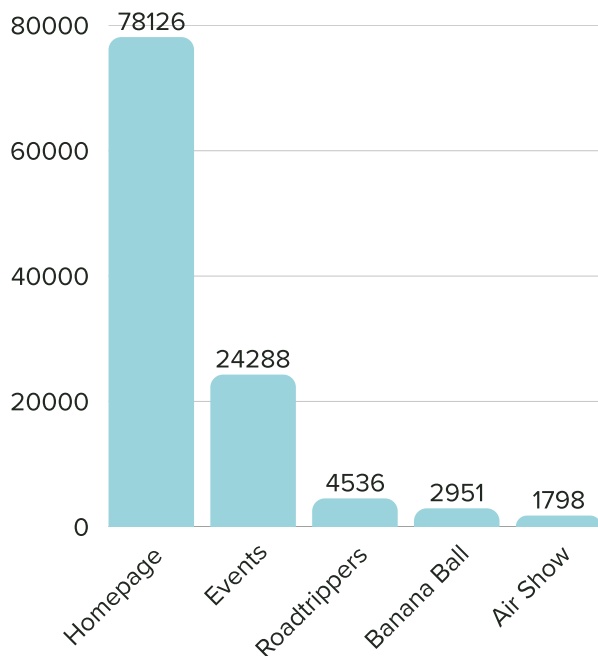
22.6 K ↑ 31%

*Compared to previous year

TRAFFIC SOURCES



TOP PAGE VISITS



TOP EVENTS

Yellowstone International Air Show	3,539
Banana Ball in Billings	3,459
Montana Fair	1,994
Sunflower Festival 2026	663
Rodeo Billings	296

TOP BLOGS

Banana Ball	2,687
July/August Events	2,099
Fall in Billings MT	726
September/October Events	307
8 Kid-Friendly Spots in Billings	270