



MISSION – *To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.*

**TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
July 11th, 2019
CHAMBER BOARD ROOM – 8:30 AM**

*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 – B. Arneson, Chairman.....8:30
- II. Public Comment – Comments offered regarding items not included on the agenda
(Comments limited to three (3) minutes per speaker.
- III. Welcome Doug Miles, Station Manager – KULR/Cowles Montana Media, Ex-officio, Chamber Board Liaison
- IV. Approval of June Board Meeting Minutes – B. Arneson – Pages 2-3.....ACTION
- V. Approval of June Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 4-6.....ACTION
 - a. FY20 Carryover – A. Tyson.....ACTION
 - b. TBID Reserve Account Update – A. Tyson
- VI. New Business.....8:45- 9:45
 - a. Eastern Montana Tourism Initiative - D. Schieffer
 - b. Voices of Montana Tourism Presentation – D. Schieffer.....ACTION
 - c. Meeting and Convention Recruitment – S. Cattarin
 - i. Meeting Planner FAM/Site Visit Follow-up
 - ii. FY20 Meeting and Convention Recruitment Planning and Campaign
 - iii. FY20 Travel Line-up for M/C Recruitment
- VII. Partner Update.....9:45-9:55
 - a. Chamber of Commerce – Doug Miles, Chamber Board/TBID Board Liaison
 - b. YCLA Update
- VIII. Board Comments.....9:55-10:05
- IX. Adjournment – B. ArnesonACTION

Next Meeting: Thursday, August 8th



Managed by the Billings Chamber

BOARD OF DIRECTORS MINUTES – June 13, 2019

Board Members Present: Ron Spence, George Maragos, Steve Wahrlich, Shelli Mann, Lori Walker, Brian Arneson, Joe Studiner

Board Members Absent:

Ex-Officio Member Present: Sean Lynch

Staff Present: Alex Tyson, Alyssa Voeltz, Luke Ashmore, Alyson Murnion, Marya Pennington, Megan Stevenson, Stefan Cattarin

Others Present: Ginny Hart with Residence Inn; Stacy Lind and Autumn Albert with Erck Hotels; Kacy Keith with the SureStay

Call to Order

Ron called the meeting to order at 8:35 a.m.

Public Comment

Shelli withdrew the Coulson Park/Boothill Cemetery grant application due to planning circumstances.

Alyssa and Alex went over the events and FAMS taking place in June. They discussed the high volume of registration bags request.

Aly updated the Board on the FAMS she has taking place this summer.

Approval of Board Minutes

Request for a motion to approve the May Minutes.

MOTION: Steve motioned to approve minutes; Brian seconded; Motion carried

Approval of Financial & Variance Reports

Request for a motion to approve the May Financial and Variance Reports.

MOTION: George motioned to approve the financial reports; Brian seconded; Motion carried

New Business

Board FY20 Executive Committee – The Board confirmed the FY20 Executive Committee.

Request for a motion to vote Joe Studiner as Chairman, Brian Arneson as Vice Chair, and George Maragos as Treasurer.

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

State Lodging Facility Use Tax Increase – Steve reminded the Board that the BOD will need to communicate with stakeholders regarding the January 1, 2020 State Lodging Facility Use Tax increase per the 2019 Legislative Session.

Old Business

USS Billings Update – Ron gave an update on the progress taking place with the commissioning of the USS Billings.

Partner Update

Chamber of Commerce - Sean discussed the Chamber Board retreat and the plan for 2020 and beyond.

YCLA Update- Ginny invited the Board to the July YLCA training.

Board Comments

Ron inquired about the Courtyard and Convention Center. Ginny updated the Board on the permitting process and mentioned they are delayed a couple months.

Shelli made a motion to adjourn the meeting; Brian seconded. Meeting adjourned at 9:20.



VISIT BILLINGS GRANT INTERVIEWS

Applicants interviewed with the Board of Directors on their applications and how the funding will be utilized.

Request for a motion to award MINT Film Festival at \$7,000.

MOTION: Steve motioned to approve the financial reports; George seconded; Motion carried.

Request for a motion to award A 1920's Evening at \$4,100.

MOTION: Shelli motioned to approve the financial reports; Brian seconded; Motion carried.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of June 30, 2019

Revenue over expenses is \$99,392 over budget. The Executive Director will request use of carryover to help fund projects for the next fiscal year.

Revenue is \$30,185 over budget from assessments and interest income.

- Total Assessments is over budget \$24,684.
 - *The FY2019 assessments are over budget \$49,684.*
 - *TBID's contributions of \$25,000 to the 406 Impact District (\$20,000) and to the USS Billings (\$5,000) was paid out of revenue overage due to it being an unbudgeted item per board directives.*

Expenses are \$69,207 under budget.

- Staff Expenses are \$7,346 over budget due to staffing changes.
- Administrative Expenses are \$11,718 under budget.
 - Computers is under budget \$2,073 from the meeting/convention sales program.
 - Equipment is under budget \$4,198 from anticipated office equipment and copier machine usage.
 - Meetings is under budget \$826.
 - Postage is currently under budget \$4,666 from anticipated mailings.
 - Legal & Accounting is under budget \$268 for legal fees (Ravalli County TBID). Savings from the financial audit help offset the increase in legal fees.
- Marketing Expenses are \$64,835 under budget from the following:
 - Advertising is under budget \$64,073 in brand partnerships, SEO, Meetings/Conventions sponsorships and marketing, and retainer fees.
 - Printed Materials is under budget \$1,706 Trailhead Envelopes. Savings from cancelled print projects help offset the increase costs of the new visitor guide.
 - Publicity is under budget \$8,627 from sponsorship and partnership opportunities.
 - Sales Expense is over budget \$3,306 from site visits/tour operator fams and sports hospitality as we assisted additional sporting event (Class B & C) this year.
 - Tradeshow/Conventions is over budget \$4,482 from anticipated registration and travel costs.
 - Visitor Information Center is under budget \$1,210 from VIC print and digital needs.
 - Website is over budget \$2,832.



**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
June 2019**

	CURRENT MONTH		YEAR TO DATE		2018-19 Annual Budget	LAST YEAR
	Actual	Budget	June 2019 Actual	June 2019 Budget		June 2018 Actual
Income						
4001100 - TBID Assessments	7,059	-	1,774,684	1,750,000	1,750,000	1,872,703
4001500 - Miscellaneous Income	501	-	5,501	-	-	2,364
Carryover from 2017-2018	-	-	-	-	-	6,906
Total Income	7,560	0	1,780,185	1,750,000	1,750,000	1,881,974
Expense						
5001000 - Staff Expenses						
5007000 - Wages	25,015	23,625	311,892	304,858	304,858	289,324
5007100 - FICA Expense	1,883	1,830	22,501	22,829	22,829	20,907
5007200 - Unemployment Expense	245	352	2,882	4,202	4,202	3,074
5007400 - Health & Accident Expense	3,574	3,054	38,375	36,569	36,569	31,762
5007500 - Retirement Expense	1,696	1,654	21,586	21,567	21,567	20,051
5007700 - Workers Compensation Expense	153	135	1,755	1,620	1,620	1,685
5007800 - Staff Employment Expense	-	-	-	-	-	-
Total 5001000 - Staff Expenses	32,565	30,650	398,991	391,645	391,645	366,803
5009000 - Administrative Expenses						
5009200 - Computers	3,470	7,011	14,467	16,540	16,540	12,844
5009300 - Equipment & Repair Expense	238	2,855	2,562	6,760	6,760	5,927
5009500 - Liability Insurance	-	-	2,343	2,300	2,300	2,095
5009600 - Meeting Expenses	1,435	851	12,524	13,350	13,350	12,646
5009650 - TBID Communications	-	-	3,537	3,700	3,700	4,528
5009700 - Office Supplies	27	-	2,862	2,740	2,740	2,783
5009750 - Postage	1,354	3,613	4,334	9,000	9,000	6,853
5009800 - Professional Training	4,853	4,795	12,568	12,400	12,400	10,990
5009850 - Legal and Accounting	500	1,100	16,432	16,700	16,700	13,253
5009900 - Telephone/Wireless Equipment	793	513	6,300	6,156	6,156	6,103
Total 5009000 - Administrative Expenses	12,669	20,738	77,928	89,646	89,646	78,021
5150000 - Marketing Expenses						
5151000 - Advertising	121,924	183,016	588,427	652,500	652,500	604,936
5151500 - Film Recruitment	-	-	1,000	1,000	1,000	-
5152000 - Opportunity	115,771	115,284	165,871	165,709	165,709	343,036
5152500 - Printed Materials	23,263	26,715	95,794	97,500	97,500	38,141
5153000 - Publicity	10,950	18,630	38,373	47,000	47,000	147,455
5154000 - Sales Expenses	380	250	219,806	216,500	216,500	148,591
5155000 - Tradeshows/Conventions	5,380	4,500	65,982	61,500	61,500	77,632
5156000 - Visitor Information Center	392	2,000	4,790	6,000	6,000	3,085
5156500 - Web Site	599	-	23,832	21,000	21,000	19,006
Total 5150000 - Marketing Expenses	278,660	350,395	1,203,874	1,268,709	1,268,709	1,381,883



Total Expense	<u>323,894</u>	<u>401,783</u>	<u>1,680,793</u>	<u>1,750,000</u>	<u>1,750,000</u>	<u>1,826,708</u>
	<u>(316,334)</u>	<u>(401,783)</u>	<u>99,392</u>	<u>0</u>	<u>-</u>	<u>55,266</u>
NAIA Tournament	Month		YTD			
NAIA Tournament Revenue	-		82,151			
NAIA Tournament Expense	-		81,635			
Total NAIA Tournament	<u>-</u>		<u>516</u>			
TBEX Event	Month		YTD			
TBEX Revenue	45,000		101,000			
TBEX Expense	-		-			
Total TBEX	<u>45,000</u>		<u>101,000</u>			

Cash	Current Month	Last Month	Last Year
Unrestricted	99,392	415,726	55,265
NAIA Tournament	1,006	1,006	-
TBEX	101,000	56,000	-
Unearned Revenue	973,049	10,566	44,232
Contract Reserves	45,989	-	27,029
BOD Restricted	218,627	188,627	75,000
Total Cash	<u>1,439,062</u>	<u>671,924</u>	<u>201,526</u>





**VISIT BILLINGS PACE REPORT
JULY 1, 2018 - JUNE 30, 2019**

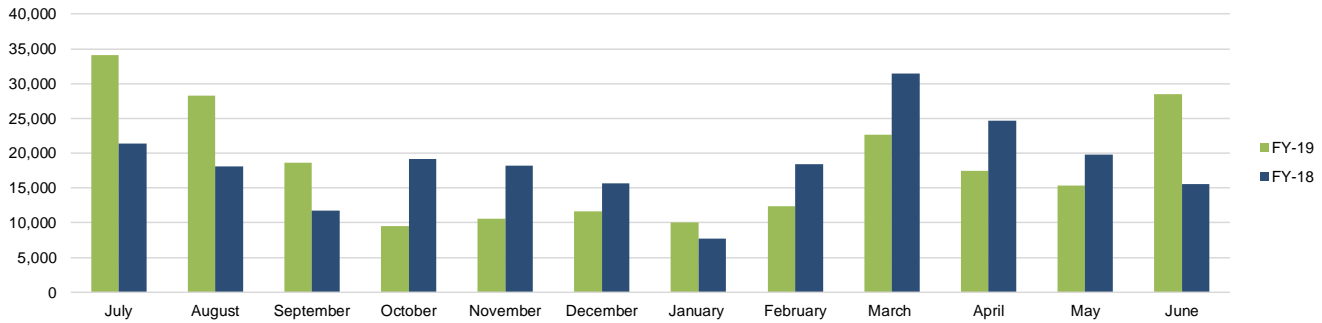
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	20	6	21	6	53	34	156%
Room Nights	10,703	1,588	15,988	2,229	30,508	34,000	90%

WEBSITE TRAFFIC

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	25,000	20,000	13,000	22,000	18,000	19,000	12,000	20,000	34,000	28,000	22,000	30,000	263,000
Actual	34,107	28,261	18,597	9,545	10,542	11,632	10,076	12,342	22,663	17,454	15,365	28,443	219,027

VisitBillings.com Visits



PUBLICITY

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Mentions	303	187	324	102	154	189	273	196	195	140	162	221	2,446
Reach	34,800	54,400	138,400	74,000	101,400	2,903	62,900	191,500	245,000	93,500	158,900	136,600	1,073,803
Value	135,300	31,400	67,000	18,600	89,400	48,500	88,500	87,700	45,500	27,700	53,600	89,500	\$ 782,700

VISITOR SERVICES

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	13	6	6	13	38
Visitor Packets	4,415	1,305	4,018	3,916	13,654

AVIATION PASSENGERS

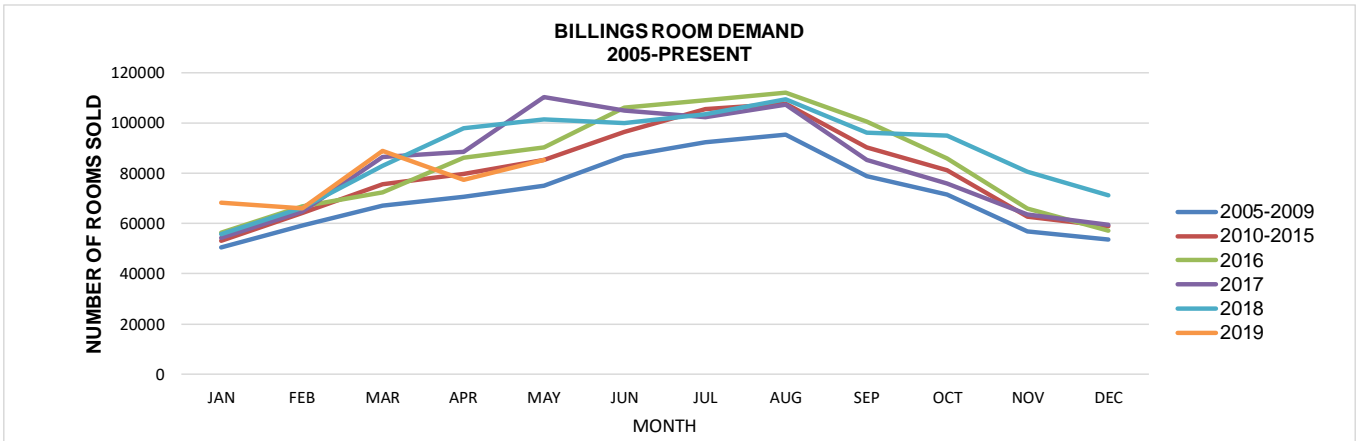
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	123,964	110,814	101,993	76,320	413,091
Total Enplanements	122,354	111,624	97,785	74,569	406,332

ROOM DEMAND- REPORTED ON CALENDAR YEAR

Percent Change

2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	29.3	2.6	8.4	-19.6	-14.4								1.3
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	-2.6	0.9	-5.1	9.0	-9.2	-5.5	-2.7	-0.2	9.7	24.5	26.7	19.1	5.4

Number of Rooms Sold													
2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	68,148	66,086	88,918	77,282	85,243								385,677
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	53,917	65,500	81,848	96,164	99,422	98,464	101,004	106,832	93,726	95,046	80,555	71,286	1,043,764



OCCUPANCY REPORT

YTD OCCUPANCY		
LOCATION	2019	2018
Billings, MT	54.6%	55.8%
Montana	50.5%	50.1%
United States	64.4%	64.1%
Bozeman, MT	70.1%	63.5%
Missoula, MT	52.3%	55.3%
Rapid City, SD	44.2%	43.4%
Sioux Falls, SD	60.1%	56.4%
Bismarck, ND	58.5%	51.4%
Boise, ID	66.9%	67.8%
Madison, WI	59.1%	59.6%
Helena, MT	58.1%	54.0%
Great Falls, MT	51.5%	52.8%

CURRENT MONTH OCCUPANCY		
May		
LOCATION	2019	2018
Billings, MT	58.4%	68.1%
Montana	60.8%	62.4%
United States	68.7%	68.1%
Bozeman, MT	73.4%	68.8%
Missoula, MT	69.6%	74.3%
Rapid City, SD	58.8%	60.5%
Sioux Falls, SD	68.1%	61.8%
Bismarck, ND	62.4%	59.3%
Boise, ID	76.1%	76.5%
Madison, WI	65.9%	67.2%
Helena, MT	64.2%	62.1%
Great Falls, MT	54.4%	59.3%

Current Month Occupancy

