



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

**BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING**

**August 13th, 2020**

**CHAMBER OF COMMERCE BOARD ROOM\* – 8:30 A.M.**

**815 SOUTH 27<sup>TH</sup> STREET**

**\*Due to social distancing needs and existing restrictions, space may be limited.**

**\*Please wear a mask per Montana COVID-19 directives.**

*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. Studiner, Chairman.....8:30
- II. Public Comment – Comments offered regarding items not included on the agenda (limit three minutes/person)
- III. Approval of July Board Meeting Minutes – J. Studiner – Pages 2-3..... ACTION
- IV. Approval of July Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-5..... ACTION
- V. Old Business.....8:40-10:00
  - a. Coulson Park Master Plan Update – J. Studiner/S. Mann
    - i. Presentation: Patrick Klugman, BSED – Community Development Sr. Project Mgr.
  - b. FY21 Leisure Marketing (Fall and Winter Preps) – A. Murnion
  - c. Fulfillment/Visitor Facilitation & Servicing Update – A. Voeltz
  - d. HearHere! App/VB Stories Latest – L. Ashmore
  - e. Meetings Today Live! Follow Up & Other M/C Information – A. Tyson
  - f. COVID-19 – State Tourism Safety Grant Update – A. Tyson
  - g. FY21 VB Organizational/Industry Update – A. Tyson
  - h. COVID-19 Board Roundtable Discussion – J. Studiner
- VI. Partner Update.....10:00-10:15
  - a. Chamber Update – D. Worstell, Chamber Board Liaison
  - b. YCLA Update
- VII. Board Comments.....10:15-10:30
- VIII. Adjournment – J. Studiner .....ACTION

Next Meeting: Thursday, September 10th



*Managed by the Billings Chamber*

## **BOARD OF DIRECTORS MINUTES – July 9th, 2020**

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

**Board Members Absent:** Ron Spence

**Ex-Officio Member Present:** Dave Worstell, Billings Gazette Communications

**Staff Present:** Alex Tyson, Alyssa Voeltz, Luke Ashmore, Alyson Murnion, Megan Stevenson, John Brewer

**Others Present:** Amy Barnhart - Residence Inn

### **Call to Order**

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

### **Public Comment**

Jack Jennaway, Billings Chamber Business Advocacy Coordinator, introduced himself to the Board.

### **Welcome**

Dave Worstell introduced himself to board members as the FY21 Billings Chamber of Commerce/TBID Board of Director's liaison. He thanked them for the opportunity to serve as the Ex-Officio. This reciprocal position allows for strong communication between the Chamber and TBID boards. Dave thanked the board for their commitment to the community and noted that he was proud to serve.

### **Approval of Board Minutes**

Request for a motion to approve the June Board Meeting Minutes.

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

### **Approval of Financial & Variance Reports**

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

MOTION: Steve motioned to approve the financial reports for June; Brian seconded; Motion carried

### **New Business**

**STR Report Review and June COVID-19 BOD Discussion** – Members had roundtable conversation regarding the STR report and weekend business. They discussed how visitors are booking day of versus reservations in advanced which is wreaking havoc on staffing in some instances.

**Year-end FY20 Carryover and Allotment for FY21 & FY22** – Alex presented the board the FY20 savings to maintain organizational viability and mission execution with COVID-19 impacts to stakeholders which directly and negatively impacts projected revenue for Visit Billings. She offered suggestions to the board on how to utilize the \$468,483 carry-over proposing saving most of the funds for FY22 or late FY21 warm season campaigns and sales in order to protect the organization and mission heading into the next 6-10 months of uncertainty, but still needing to execute mission. Use of funds will be monitored by Alex, Megan, and the executive committee with consistent reports to the full board in the event it is responsible to mobilize the use of funds sooner than warm season of FY21-FY22. Alex requested moving \$50,000 into current budget line items that would help fund FY21 M/C sales needs, fam tours, and site inspections that weren't fully budgeted for when the marketing plan and budget were being created in April of 2020 due to uncertainty. Megan provided insight to how best to reflect the carry-over/savings on the statements for best transparency for stakeholders. Request for motion to approve staff recommendations regarding FY20 carry-over use for FY21 and FY22.

MOTION: Steve motioned to approve; Shelli seconded.

**June COVID-19 Impacts & Site Inspections** – Alex provided a proposal to the Board to produce virtual site inspections of the five major meeting properties. Alyssa informed the Board of two more cancellations for July and August conventions.

**CARES Act Safety Messaging Grant Funds, Commerce, & DPHHS** – Alex gave an overview of the CARES Act funding for Regions and CVBs for tourism safety messaging. Per the State, all Regions and CVBs in the state will be receiving funds to be used to message to visitors on the ground the important safety program from the DPHHS. Visit Billings will be charged with managing \$234,000 for tourism safety message distribution and marketing through 2020. She explained the demands of compliance and reporting for these funds. The funds will need to be used for three waves of tourism safety messaging to visitors in MT including billboards, posters, stickers, signage, social campaigns, etc.



### **Old Business**

Warm Season Marketing/Sloth/GART – Aly updated the Board on the progress with the Great American Road Trip summer campaign. She provided an overview of the goals, marketing strategy and walked the Board through the interactive landing page.

Transitional Marketing Recap – Aly updated the Board on the successful Open and Safe Campaign in partnership with the Billings Gazette grant dollars. She thanked Dave Worstell for his support of \$15,000 in match funds.

Voices of Montana Tourism – Alex discussed the Billings TBID's continued support of VOMT and the importance of the organization to the tourism industry in Montana. Particularly the importance of educating Montanans about how important tourism is to Montana as a whole and how VOMT plays a significant role in making sure tourism is seen as a key industry in Montana. The TBID typically supports VOMT with \$12,000 annually as do other Regions, CVBs, and TBIDs across the state. She expressed the important work Dax Schaffer does throughout the state and in educating the lawmakers ahead of the 2021 session.

Request for Motion to support VOMT in the amount of \$12,000 for FY21.

MOTION: Steve motioned to approve; George seconded.

### **Partner Update**

Chamber Update – Dave Worstell updated the Board on the Chambers efforts in diversity and inclusion with Julie Seedhouse as the Chair of that committee. He also informed the Board that the candidate questionnaire has gone out and the work becoming done on encouraging the use of masks. Lastly, Dave invited the Board to participate in Relay of Life on Friday, July 10<sup>th</sup>.

### **Board Comments**

Shelli suggested Visit Billings host a Hospitality Appreciation event at ZooMontana for all hotels and their employees to thank the hospitality industry for their tireless efforts with COVID-19. Alex said she would investigate it for the board.

Shelli made a motion to adjourn the meeting; George seconded. Meeting adjourned at 10:00.

Submitted by Alyssa Voeltz

## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of July 31, 2020

July's revenue over expenses is \$59,873 under budget.

Revenue is \$71,550 under budget from assessment income. *As of August 10<sup>th</sup>, 3 more properties have paid and funds should be received the last week in August leaving a balance due of \$27,446, staff will continue to monitor payments. Assessments from last fiscal year of \$24,652 are still outstanding.*

Expenses are \$11,677 under budget.

- Staff Expenses are \$9,729 under budget. TBID received \$10,000 from the state CARES act non-profit grant. These funds will be used to help offset staffing costs.
- Administrative Expenses are \$937 under budget.
- Marketing Expenses are \$1,011 under budget.



**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
July 2020**

	CURRENT MONTH		YEAR TO DATE		2020-21 Annual Budget	LAST YEAR
	Actual	Budget	July 2020 Actual	July 2020 Budget		July 2019 Actual
<b>Income</b>						
4001100 - TBID Assessments	869,544	941,100	869,544	941,100	1,309,000	973,049
4001500 - Miscellaneous Income	6	-	6	-	-	591
Carryover from 2019-2020 used for budget	60,000	60,000	60,000	60,000	60,000	-
Carryover from 2019-2020 reserved	408,483	408,483	408,483	408,483	408,483	-
<b>Total Income</b>	<b>1,338,033</b>	<b>1,409,583</b>	<b>1,338,033</b>	<b>1,409,583</b>	<b>1,777,483</b>	<b>973,640</b>
<b>Expense</b>						
<b>5001000 - Staff Expenses</b>						
5007000 - Wages	21,387	31,200	21,387	31,200	271,850	35,440
5007100 - FICA Expense	1,589	1,600	1,589	1,600	22,000	1,878
5007200 - Unemployment Expense	172	200	172	200	4,000	169
5007400 - Health & Accident Expense	3,076	2,820	3,076	2,820	33,600	3,596
5007500 - Retirement Expense	1,634	1,757	1,634	1,757	23,025	1,917
5007700 - Workers Compensation Expense	115	125	115	125	1,500	153
5007800 - Staff Employment Expense	-	-	-	-	-	-
<b>Total 5001000 - Staff Expenses</b>	<b>27,973</b>	<b>37,702</b>	<b>27,973</b>	<b>37,702</b>	<b>355,975</b>	<b>43,152</b>
<b>5009000 - Administrative Expenses</b>						
5009200 - Computers	473	585	473	585	13,970	363
5009300 - Equipment & Repair Expense	177	208	177	208	3,000	223
5009500 - Liability Insurance	-	-	-	-	2,400	1,843
5009600 - Meeting Expenses	300	468	300	468	9,200	447
5009650 - TBID Communications	-	-	-	-	7,800	92
5009700 - Office Supplies	7	83	7	83	2,210	1,286
5009750 - Postage	154	290	154	290	5,500	257
5009800 - Professional Training	199	250	199	250	8,750	-
5009850 - Legal and Accounting	-	-	-	-	15,000	-
5009900 - Telephone/Wireless Equipment	271	634	271	634	7,604	318
<b>Total 5009000 - Administrative Expenses</b>	<b>1,581</b>	<b>2,518</b>	<b>1,581</b>	<b>2,518</b>	<b>75,434</b>	<b>4,830</b>
<b>5150000 - Marketing Expenses</b>						
5151000 - Advertising	4,545	4,300	4,545	4,300	634,541	62,269
5151500 - Film Recruitment	-	-	-	-	-	-
5152000 - Opportunity	-	-	-	-	22,500	-
5152500 - Printed Materials	1,473	1,500.00	1,473	1,500.00	48,200	-
5153000 - Publicity	15,530	15,500	15,530	15,500	46,000	12,216
5154000 - Sales Expenses	-	-	-	-	119,500	-
5155000 - Tradeshow/Conventions	6,682	7,200	6,682	7,200	27,600	31,800
5156000 - Visitor Information Center	3,600	4,000	3,600	4,000	7,300	269.40
5156500 - Web Site	1,785	2,125	1,785	2,125	31,950	2,083
<b>Total 5150000 - Marketing Expenses</b>	<b>33,614</b>	<b>34,625</b>	<b>33,614</b>	<b>34,625</b>	<b>937,591</b>	<b>108,637</b>
<b>Total Expense</b>	<b>63,168</b>	<b>74,845</b>	<b>63,168</b>	<b>74,845</b>	<b>1,369,000</b>	<b>156,619</b>
<b>Total Net Income</b>	<b>1,274,865</b>	<b>1,334,738</b>	<b>1,274,865</b>	<b>1,334,738</b>	<b>408,483 *</b>	<b>817,021</b>

\*The Net Income of \$408,483 is the remaining balance from the FY20 carryover that has not been utilized for the FY21 budget. These dollars will be used to help fund the FY22 budget.

Cash	Current Month	Last Month	Last Year
Unrestricted	1,274,852	468,483	952,921
NAIA Tournament	-	-	1,194
TBEX	-	-	111,900
Unearned Revenue	-	17,774	-
Contract Reserves	-	1,103	34,847
BOD Restricted	324,019	324,019	294,019
<b>Total Cash</b>	<b>1,598,870</b>	<b>811,378</b>	<b>1,394,880</b>





**VISIT BILLINGS PACE REPORT  
JULY 1, 2020 - JUNE 30, 2021**

**BOOKINGS**

Citywide and Meeting & Convention Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY20
Group Bookings					0	\$0	28
Room Nights					0		7,900

Citywide Sports and Sports Bookings

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	FY20
Sport Bookings	1				1	\$90,000	21
Room Nights	400				400		15,350

Pending Meeting & Convention, Sports, and Citywide Bookings

Pending	2				18	2,263,275	N/A	N/A
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**FACILITATION**

Billings Trail Guides

	Q1	Q2	Q3	Q4	TY TD
Group Attendees					

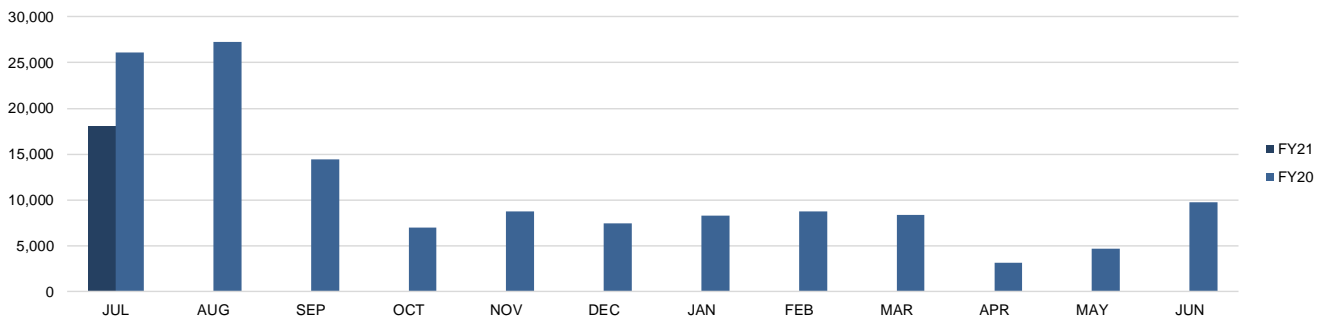
Servicing and Facilitation

	Q1	Q2	Q3	Q4	TY TD	FY20
Group Servicing					0	36
Sports Servicing	1				1	8
Visitor Packets	1,561				1,561	9,691

**WEBSITE TRAFFIC**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
FY21 Goal													
FY21 Actual	18,039												18,039
FY20 Actual	26,077	27,242	14,473	7,006	8,728	7,426	8,314	8,729	8,358	3,175	4,651	9,736	133,915

VisitBillings.com Visits



**PUBLICITY**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual	FY20
Mentions	231													231
Reach	150,500													150,500
Value	56,900													\$56,900



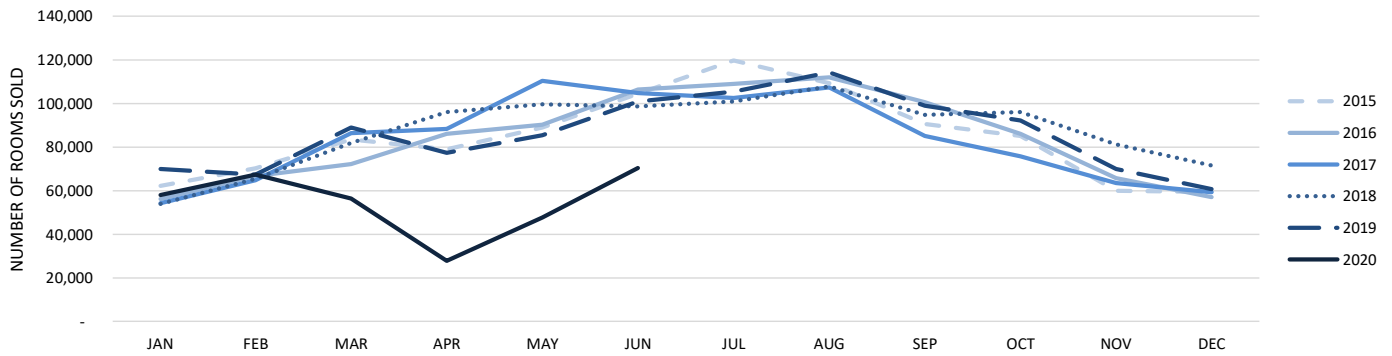
**AVIATION PASSENGERS**

	Q1	Q2	Q3	Q4	TY TD
Total Deplancements					0
Total Enplanements					0

**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

Percent Change													
2020	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	-12.1	6.5	-32.2	-58.1	-36.6	-23.8							-26.05
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	30.3	2.9	8.2	-19.9	-14.6	2.4	4.6	5.8	4.3	-4.3	-14.9	-16.4	-1
Number of Rooms Sold													
2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	58,003	67,317	56,347	27,914	47,845	70,287							327,713
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	101,016	105,528	114,107	98,844	92,041	70,038	60,630	1,027,881

**BILLINGS ROOM ROOM DEMAND 2015-PRESENT**



**OCCUPANCY REPORT**

YTD OCCUPANCY		
LOCATION	2020	2019
Billings, MT	42.3%	57.6%
Montana	38.5%	54.6%
United States	43.1%	65.8%
Bozeman, MT	52.1%	72.7%
Missoula, MT	39.4%	57.2%
Rapid City, SD	35.4%	49.7%
Sioux Falls, SD	40.7%	62.2%
Bismarck, ND	39.6%	60.4%
Boise, ID	46.7%	69.9%
Madison, WI	36.5%	61.5%
Helena, MT	34.8%	59.4%
Great Falls, MT	39.3%	53.9%

CURRENT MONTH OCCUPANCY		
June		
LOCATION	2020	2019
Billings, MT	54.5%	71.6%
Montana	49.7%	75.3%
United States	42.2%	73.3%
Bozeman, MT	56.3%	90.0%
Missoula, MT	56.3%	84.1%
Rapid City, SD	54.8%	78.0%
Sioux Falls, SD	45.5%	73.9%
Bismarck, ND	45.6%	71.2%
Boise, ID	54.3%	83.2%
Madison, WI	33.5%	72.8%
Helena, MT	44.6%	73.9%
Great Falls, MT	43.3%	66.4%

**Current Month Occupancy**

