



**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  
AGENDA**

**January 13, 2022 | 8:30 a.m.**

**Billings Chamber of Commerce Boardroom\* | 815 South 27<sup>th</sup> Street**

*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 – G. Maragos, Chairman ..... 8:30
- II. Public Comment – Comments offered regarding items not included on the agenda (three-minute limit/person)
- III. Partner Update ..... 8:35
  - a) Billings Chamber of Commerce Update – John Brewer, CEO, Billings Chamber of Commerce
    - i. Strategic Partners’ Work Session Update
  - b) SBURA Update – Ron Spence, Sports Facility Design Committee
- IV. Approval of December 2021 Meeting Minutes – G. Maragos (Pg. 2-3) ..... ACTION
- V. Approval of December 2021 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ..... ACTION
  - a) Allocation of Q2 Uncommitted Funds – A. Tyson ..... ACTION
- VI. Old Business ..... 9:00
  - a) Visit Billings Strategic Plan Preparation, Steering Committee, First Steps – A. Tyson
  - b) Certified Autism Destination Update – A. Tyson/E. Pinnow
  - c) Sports Tourism Manager Follow Up – A. Tyson
  - d) BIL: Installations – L. Ashmore
  - e) Billings Trail Guides: A Call for Presentations – L. Ashmore
  - f) FY22 Leisure Marketing Insights – A. Eggart
    - i. Summer 2021 Campaign Final Report
    - ii. Minneapolis Campaign Takeover with Visit Southeast Montana
    - iii. Road Race Destination Campaign
- VII. TBID Board Comments .....9:50
  - a) STR Report Review – L. Walker
- VIII. Adjournment – G. Maragos .....10:00

***\*Please note the February Meeting of the TBID Board on 2/10/2022 will be held at the Billings International Airport Boardroom.***



# TBID BOARD OF DIRECTORS MINUTES – November 11, 2021

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

**Board Members Absent:** Ron Spence

**Ex-officio Member Present:** Toby O'Rourke

**Staff Present:** Aly Eggart, Megan Stevenson, Luke Ashmore, Emily Pinnow, Alex Tyson, John Brewer

**Others Present:** Mike Yakawich, City Council; Brian Van Steeland, CPA, Audit Manager; Ginny Hart, Quality Inn & Suites; Becky Meidinger, TownePlace Inn & Suites; Dax Schieffer, Voices of Montana Tourism (via phone)

## **Call to Order:**

George called the meeting to order at 8:30 AM.

## **Public Comments:**

Councilman Yakawich thanked the TBID board and Visit Billings staff for their work during his tenure serving as a council member.

## **Partner Update(s):**

Toby addressed the success of the D.E.I.I. program through the Chamber.

John discussed complimentary program for hospitality within D.E.I.I. program. John also offered talent, attraction, and recruitment resources from the Chamber for any businesses that need assistance.

**Board Comments:** Steve noted concerns about Human Trafficking and programs in place.

## **Approval of Board Minutes:**

Request for a Motion to approve the November meeting minutes.

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

## **Approval of Financial and Variance Reports:**

Request for a Motion to approve the financial & variance reports:

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

## **Independent Auditor's Report, Financial Report, and Form 990:**

Brian Van Steeland with Summers McNae, CPA provided an overview of the FY21 TBID audit.

Request for a Motion to approve the TBID audit:

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

## **New Business:**

**Voices of Montana Tourism FY22:** Dax Schieffer, the executive director of Voices of Montana Tourism, provided highlights from the last year's activities including educational sessions and regular stakeholder meetings/calls. Steve Wahrlich discussed Dax's role within Voices of Montana Tourism and the mission of Voices as well as why the Billings TBID's support is so important to the tourism industry.

Request for \$12,000 support for Voices of Montana Tourism FY22 tourism education efforts.

## **Montana Travel Association:**

Steve, Dax, and Alex offered insights on a proposed new Montana travel association targeted towards advocacy for tourism within Montana. Dax is aiding this effort in a consulting role but would not be the executive director.

Steve asked the TBID board for financial support of \$5,000 for the Montana Travel Association marketing efforts.

Lori asked if the mission would include a local resource as a lobbyist and year-round role to offer advocacy support for the industry even on off-years of the Montana Legislature.

George requested for a Motion to approve Steve's ask for \$5,000 towards Montana Travel Association.

MOTION: Steve motioned to pledge of \$5,000 towards Montana Travel Association; Lori seconded. Motion carried.



**Old Business:**

Visit Billings Strategic Plan Finalization: Alex revisited the strategic plan proposal developed with Sunshine & Bourbon with a cost of \$125,000. Proposed timeline of January-July; fully enacted by August 2022.

Certified Autism Destination Update: Alex provided an update on C.A.D. progress. TBID board and Visit Billings training will be the first step with the Chamber of Commerce staff and leadership.

BIL-Installations: Alex gave updates on Visit Billings installations in the new construction of the airport. Luke will be managing the project working with Sunshine & Bourbon to create the artwork, TransMar for vinyl installations, and Kevin Ploehn for final execution of project that will showcase Billings to all passengers.

Be Kind Campaign: Posters are ready and available for hoteliers and businesses in Billings to use as out-facing messaging.

FY22 Leisure Marketing Insights: Aly informed the board that the winter marketing campaign is live. Visit Billings is working with Southeast Montana for a market takeover in Minneapolis.

**Adjournment:** George adjourned the meeting at 9:41 AM.

*Submitted by E. Pinnow*

**TBID Board of Directors  
Financial Statement Variance Report  
As of December 31, 2021**

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Revenue over expenses is \$287,722 over budget.

Revenue is \$247,114 over budget from assessment income.

Assessment income is over budget from conservative estimates for the spring 2021 collections. There are still four (4) properties that have not paid; Staff will continue to monitor payments.

Expenses are \$40,608 under budget:

- Staff Expenses are \$29,756 under budget due to savings from an open position.
- Administrative Expenses are \$5,339 under budget from computers, equipment, meetings, postage, and telephone expenses.

Marketing Expenses are under budget \$5,500 from the following:

- Advertising is under budget \$1,197.
- Publicity is under budget \$439.
- Tradeshows is under budget \$3,809 from savings for the ACGI show.



**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
December 2021**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR	PREVIOUS YEAR
	Actual	Budget	December 2021 Actual	December 2021 Budget	2021-22 Annual Budget	December 2020 Actual	December 2019 Actual
<b>Income</b>							
4001100 · TBID Assessments	737,736	492,547	1,471,152	1,224,107	1,224,107	992,731	981,228
4001500 · Miscellaneous Income	12	-	69	-	-	151,230	2,931
Carryover used for budget	-	-	575,893	575,893	575,893	468,483	-
<b>Total Income</b>	<b>737,748</b>	<b>492,547</b>	<b>2,047,114</b>	<b>1,800,000</b>	<b>1,800,000</b>	<b>1,612,444</b>	<b>984,159</b>
<b>Expense</b>							
<b>5001000 · Staff Expenses</b>							
5007000 · Wages	23,920	29,700	151,600	167,400	358,200	125,906	177,437
5007100 · FICA Expense	1,879	2,200	10,785	13,200	27,000	9,829	12,490
5007200 · Unemployment Expense	37	280	552	1,600	3,400	582	600
5007400 · Health & Accident Expense	2,287	4,160	13,588	23,840	51,300	15,689	22,172
5007500 · Retirement Expense	1,416	1,400	9,422	9,500	18,400	9,297	11,576
5007700 · Workers Compensation Expense	116	140	648	810	1,700	612	878
5007800 · Staff Employment Expense	-	-	-	-	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>29,656</b>	<b>37,880</b>	<b>186,594</b>	<b>216,350</b>	<b>460,000</b>	<b>161,914</b>	<b>225,153</b>
<b>5009000 · Administrative Expenses</b>							
5009200 · Computers	946	1,735	7,087	8,410	19,950	7,902	5,200
5009300 · Equipment & Repair Expense	54	165	1,519	2,090	3,500	530	973
5009500 · Liability Insurance	-	-	2,378	2,400	2,400	2,378	2,375
5009600 · Meeting Expenses	433	935	3,278	4,305	10,420	2,375	4,663
5009650 · TBID Communications	-	-	389	450	3,250	1,546	1,952
5009700 · Office Supplies	46	40	2,104	2,125	2,400	1,349	1,415
5009750 · Postage	172	250	1,739	2,000	5,000	875	785
5009800 · Professional Training	-	-	7,363	7,600	14,100	333	7,351
5009850 · Legal and Accounting	10,800	11,550	11,300	12,100	15,200	2,401	1,505
5009900 · Telephone/Wireless Equipment	410	627	2,743	3,758	7,420	2,279	2,837
<b>Total 5009000 · Administrative Expenses</b>	<b>12,861</b>	<b>15,302</b>	<b>39,899</b>	<b>45,238</b>	<b>83,640</b>	<b>21,967</b>	<b>29,057</b>
<b>5150000 · Marketing Expenses</b>							
5151000 · Advertising	37,865	38,200	228,573	229,770	801,670	254,265	318,861
5151500 · Film Recruitment	-	-	-	-	1,000	-	-
5152000 · Opportunity	13,678	13,700	21,115	21,200	80,000	501	13,966
5152500 · Printed Materials	-	-	-	-	56,500	7,229	14,423
5153000 · Publicity	13,000	13,000	28,611	29,050	59,950	21,832	27,827
5154000 · Sales Expenses	2,270	2,300	30,420	30,700	136,500	12,142	21,885
5155000 · Trade Shows /Conventions	2,750	3,000	5,591	9,400	54,100	10,682	43,037
5156000 · Visitor Information Center	-	-	45	50	25,600	3,600	7,105
5156500 · Web Site	1,819	1,495	15,321	15,020	41,040	17,076	11,439
<b>Total 5150000 · Marketing Expenses</b>	<b>71,382</b>	<b>71,695</b>	<b>329,677</b>	<b>335,190</b>	<b>1,256,360</b>	<b>327,326</b>	<b>458,543</b>
<b>Total Expense</b>	<b>113,899</b>	<b>124,877</b>	<b>556,170</b>	<b>596,778</b>	<b>1,800,000</b>	<b>511,208</b>	<b>712,753</b>
<b>Total Net Income</b>	<b>623,848</b>	<b>367,670</b>	<b>1,490,944</b>	<b>1,203,222</b>	<b>-</b>	<b>1,101,236</b>	<b>271,407</b>

Cash	Current Month	Last Month	Last Year
Unrestricted	1,492,197	868,348	1,102,525
Unearned Revenue	-	-	-
Contract Reserves	-	-	3,600
BOD Restricted	576,519	576,519	316,519
<b>Total Cash</b>	<b>2,068,715</b>	<b>1,444,867</b>	<b>1,422,643</b>





**VISIT BILLINGS PACE REPORT  
JULY 1, 2021 - JUNE 30, 2022**

**BOOKINGS**

**Citywide and Meeting & Convention Bookings**

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	GOAL
Group Bookings	10	2			12	\$347,400	20
Room Nights	1,830	100			1,930		8,000

**Citywide Sports and Sports Bookings**

	Q1	Q2	Q3	Q4	TY TD	Economic Impact	GOAL
Sport Bookings	3	8			11	\$605,700	20
Room Nights	1,480	1,885			3,365		22,000

**Pending Meeting & Convention, Sports, and Citywide Bookings**

Pending	3					864,000	N/A	N/A
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**FACILITATION**

**Billings Trail Guides**

	Q1	Q2	Q3	Q4	TY TD	GOAL
Group	0	1			1	15
Attendees	0	40			40	250

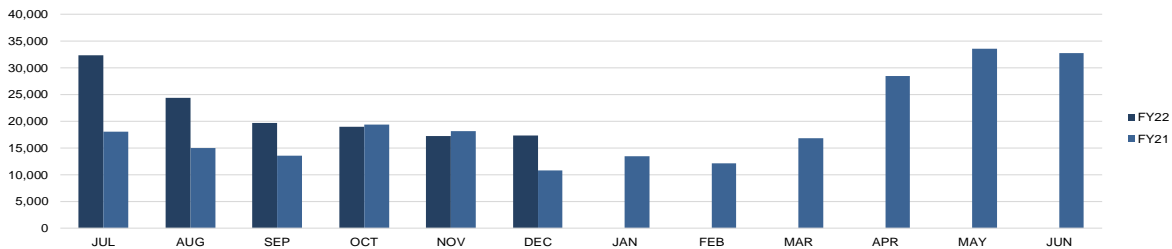
**Servicing and Facilitation**

	Q1	Q2	Q3	Q4	TY TD	FY20
Group Servicing	7	4			11	30
Sports Servicing	2	1			3	8
Visitor Packets	3,065	1,721			4,786	13,654

**WEBSITE TRAFFIC**

FY22	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	25,000	30,000	25,000	15,000	12,000	12,000	11,000	14,000	25,000	18,000	18,000	30,000	235,000
Actual	32,361	24,335	19,708	19,002	17,268	17,357	0	0	0	0	0	0	130,031
FY19	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Actual	18,039	14,978	13,550	19,363	18,151	10,798	13,430	12,118	16,804	28,416	33,602	32,715	231,964

VisitBillings.com Visits



**PUBLICITY**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual	FY21
Mentions	119	177	115	107	83	166	0	0	0	0	0	0	767	2,463
Reach	134,400	397,000	291,200	67,400	134,500	201,800	0	0	0	0	0	0	1,226,300	2,346,100
Value	\$ 25,700	\$ 85,300	\$ 47,000	\$ 110,100	\$ 45,600	\$ 46,600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 360,300	\$ 831,600

**AVIATION PASSENGERS**

	Q1	Q2	Q3	Q4	TY TD
Total Enplanements	121,458	66,909	0	0	188,367
Total Deplanements	121,130	66,565	0	0	187,695

**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

**BILLINGS ROOM ROOM DEMAND 2016-PRESENT**

