



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

**BOARD OF DIRECTORS MEETING
APRIL 25, 2013
CHAMBER/CVB BOARD ROOM – 3:30 PM**

- I. Call to Order – Steve Wahrlich.....3:30
- II. Public Comment on Items Not on the Agenda
(Comments limited to 3 minutes per speaker)
- III. Approval of March 14, 2013 Board Minutes - pages 2-3.....ACTION
- IV. Approval of March Financial & Variance Reports- pages 4-5.....ACTION
- V. Old Business.....3:35-4:00
 - a. Convention Center Research Updates- B. Kerns.....3:35-3:40
 - b. Future TBID Assessment- S. Wahrlich.....3:40-4:00
- VI. New Business.....4:00-4:25
 - a. Officer Selection- S. Wahrlich.....4:00-4:05
 - b. Board Member Communications/Education- S. Wahrlich.....4:05-4:10
 - c. 2013-14 Budget and Marketing Plan- A. Tyson.....ACTION
- VII. Marketing/PACE Update- pages 6-13.....4:25-4:30
- VIII. Adjournment

Future Meeting Dates:

May 9, 2013 – May TBID Board Meeting
June 13, 2013 – June TBID Board Meeting

Managed by the Billings Chamber of Commerce/Convention & Visitors Bureau



TBID BOARD OF DIRECTORS MINUTES – MARCH 14, 2013

Board Members Present: Steve Wahrlich, Shelli Mann, Ginny Hart, Joyce Bratland, Ben Kerns, LaRell Baldwin, Ron Spence

Board Members Absent: None

Ex-Officio member Present: None

Staff Present: John Brewer, Tom Krause, Caitlin Hall, Kelly McCandless

Others Present: Tom Binford, Cindy Henderson

Call to Order

Shelli Mann called the meeting to order at 9:00 a.m. in the Billings Chamber of Commerce/CVB Board Room. Steve Wahrlich came to the meeting late due to prior engagements.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve February 14, 2013 Board Minutes.

MOTION: LaRell motioned to approve the minutes; Ben seconded; Motion carried.

Approval of Financial and Variance Report

Request for a motion to approve February Financial and Variance Reports.

MOTION: Joyce motioned to accept the financial and variance reports; Shelli seconded; Motion carried.

Old Business

Airport Runway Project Update- Tom Binford, Director of Aviation & Transit for the City of Billings, presented to the board. The Airport is still on track to begin the runway project July 12, 2013, and finish August 18, 2013. Riverside Contracting, Inc. is heading the runway rehabilitation and is looking for ways to cut down on the number of closure dates. The Airport is adding Sunday night flights during the summer to give travelers another flight option. The tanker base will gear up in Miles City, but several smaller planes will remain in Billings. The runway rehabilitation has to take place every 15 years, and the Billings Logan International is on their 14th year, making this a very necessary step.

Air Service Task Force- The task force looked into providing incentives for travelers coming to Billings. Tom Binford asked for the board's opinion on whether Billings should participate in the program. A discussion ensued, and while the board feels that it is not worth it to pursue this route, there is opportunity to do a customer based incentive program, where the traveler, not the airline, would directly receive the voucher. Since United and Delta serve the Billings area, and are the two largest airlines in the United States, it makes it difficult for another airline to come and compete. However, a different incentive program will be discussed in more detail at later date.

The Billings Air Service market is doing well in spite of the limited amount of airlines left after the deregulation 35 years ago. Eight major, full schedule airlines remain and have more controlling capacity over routes and prices, resulting in little power for the consumer.

Casper/Cheyenne Visit Follow-up- Steve Wahrlich, Ginny Hart, Shelli Mann, Joyce Bratland and LaRell Baldwin visited the Casper and Cheyenne convention centers. They reported that Cheyenne has developed beautiful entrance points to the city, and that the community works well together as a whole. Cheyenne's

Convention Center is privately held, but uses public funds to support costs. Cheyenne did a lot of planning and research in the development of their convention center, which ultimately paid off.

Casper is in the planning stages of adding a new convention center. Casper's main business market is the oil industry, providing them with the money to support building and maintaining their properties. The board members who went on this site visit believe that Casper and Cheyenne are at a handicap because they lack many of the services that Billings provides. Both cities are a good example of what could happen to Billings if it does not move forward with a convention center. Twenty five percent of Billings business comes from conventions, and we run the risk of losing that to other cities if we do not proceed with some sort of action.

Convention Center City Visits Discussion- The board plans to have the agreed upon sites visited by the end of April. John Brewer would like to look at having the Chamber Board and community leaders attend the site tour to Sioux Falls where they can get a regional idea on hospitality and fundraising efforts needed to move forward with a convention center. Ginny and LaRell will travel to Charleston, South Carolina in early May. LaRell will also travel to Rapid City. Ben and Shelli will visit Yakima and Bellevue, Washington. Steve Wahrlich will visit Fort Wayne, Indiana. The attendees for the Sioux Falls trip are to be determined.

New Business

Pekovich Letter- The owner of the Lewis and Clark Motel and Bourbon Street Hotel, Greg Pekovich, sent a letter to the TBID Board Members, asking them to remove his properties from the TBID tax list. This is not possible because the TBID property line would have to be redrawn for the whole city to specifically exclude those hotels. Steve will send a letter and call Greg to explain the reasoning.

A discussion ensued regarding increasing the TBID tax to \$2, and possibly varying the tax from \$1-\$2 depending on the properties proximity to the convention center. This topic will be discussed in more detail at a later date.

Marketing/PACE Update-

State TBID meeting is coming up.

Meeting adjourned 10:25 a.m.

Submitted by Caitlin Hall

TOURISM BUSINESS IMPROVEMENT DISTRICT

Profit & Loss Budget vs. Actual

March 2013

	CURRENT MONTH		YEAR TO DATE		2012-13 Annual Budget	LAST YEAR
	Mar 2013	Budget	July 12- Mar 13 Actual	July 12- Mar 13 Budget		July 11-Mar 12 Actual
	Income					
4001100 · TBID Assessments			864,460.00	840,000.00	840,000.00	780,671.91
4001500 · Miscellaneous Income	162.27		1,902.46			4,603.94
Carryover from 2011-2012					33,000.00	
Total Income	162.27	0.00	866,362.46	840,000.00	873,000.00	785,275.85
Expense						
5001000 · Staff Expenses						
5007000 · Wages	15,322.07	15,075.50	128,527.41	126,927.50	169,445.00	92,371.53
5007100 · FICA Expense	1,114.44	1,111.20	10,656.99	9,330.47	12,456.82	6,387.58
5007200 · Unemployment Expense	410.92	258.00	2,018.48	1,621.00	2,414.00	1,283.53
5007400 · Health & Accident Expense	1,520.67	2,480.00	13,855.47	22,202.00	29,642.00	18,526.70
5007500 · Retirement Expense	517.70	854.56	6,858.34	7,455.23	10,360.18	5,329.82
5007700 · Workers Compensation Expense	123.00	100.00	1,107.00	850.00	1,132.00	608.50
5007700 · Staff Employment Expenses						175.00
Total 5001000 · Staff Expenses	19,008.80	19,879.26	163,023.69	168,386.20	225,450.00	124,682.66
5009000 · Administrative Expenses						
5009200 · Computers	852.50		1,719.83	3,000.00	3,000.00	4,902.15
5009300 · Equipment & Repair Expense		250.00	560.76	1,750.00	2,500.00	773.68
5009500 · Liability Insurance			2,062.00	2,100.00	2,100.00	2,062.00
5009600 · Meeting Expenses	480.02	458.00	4,599.01	5,047.00	7,275.00	3,639.31
5009650 · Newsletter Expenses						350.00
5009700 · Office Supplies	165.00	200.00	1,742.62	1,625.00	2,225.00	1,418.47
5009750 · Postage	23.62	200.00	1,471.47	1,825.00	2,500.00	1,524.77
5009800 · Professional Training	455.49	1,700.00	9,302.89	9,000.00	10,000.00	6.02
5009850 · Legal and Accounting	1,976.00		7,588.50	6,500.00	7,000.00	5,350.00
5009900 · Telephone/Wireless Equipment	50.00	250.00	1,120.35	2,250.00	3,000.00	1,217.90
Total 5009000 · Administrative Expenses	4,002.63	3,058.00	30,167.43	33,097.00	39,600.00	21,244.30
5150000 · Marketing Expenses						
5151000 · Advertising	21,898.68	23,070.00	200,998.11	173,630.00	229,840.00	169,321.57
5151500 · Film Recruitment			2,190.68			0.00
5152000 · Opportunity	1,145.23		32,723.17	48,000.00	75,000.00	20,410.89
5152500 · Printed Materials	291.20	2,000.00	28,612.84	76,365.00	77,115.00	37,737.16
5153000 · Publicity		1,000.00	17,407.94	17,500.00	23,500.00	788.84
5154000 · Sales Expenses	21,166.42	20,885.00	81,502.38	67,965.00	111,600.00	37,679.39
5155000 · Tradeshows/Conventions	3,967.75	3,400.00	34,112.61	38,595.00	41,895.00	37,509.23
5156000 · Visitor Information Center		250.00	1,014.43	1,250.00	2,000.00	617.05
5156500 · Web Site	2,077.75	3,650.00	27,937.05	41,350.00	47,000.00	19,526.30
Total 5150000 · Marketing Expenses	50,547.03	54,255.00	426,499.21	464,655.00	607,950.00	323,590.43
Total Expense	73,558.46	77,192.26	619,690.33	666,138.20	873,000.00	469,517.39
	-73,396.19	-77,192.26	246,672.13	173,861.80	0.00	315,758.46
			Cash	Current Month	Last Month	Last Year
			Unrestricted	391,777	465,173	338,055
			Restricted	75,000	75,000	50,000
			Total Cash	466,777	540,173	388,055

MARCH 2013 VARIANCE REPORT

TO: TBID Board of Directors
FROM: Linda Gleason
DATE: April 15, 2013
RE: March 2013 Variance Report

Year to date revenue over expenses are \$72,810 over budget.

Year to date revenue is \$26,363 over budget made up of the following variances:

- TBID Assessments are \$24,460 over budget.
- Other Revenue is \$1,903 over budget from interest income and a \$500 donation from Midland Round Table to offset sports hospitality expenses.

Year to date expenses are \$46,447 under budget.

- Staff Expenses are \$5,363 under budget (due mostly to Health Insurance Expenses).
- Administrative Expenses are \$2,930 under budget. The largest variances are with Computers, Equipment & Repair Expenses, and Wireless Equipment. Administrative Expenses should even out by year end.
- Marketing Expenses are \$38,154 under budget consisting of:
 - Advertising is over budget \$27,368 from the ASAE Online Ad, Sports Advertising, sponsoring name badges for the Collaborate Tradeshow and additional dollars spent on Leisure Advertising.
 - Opportunity is \$15,277 under budget due to timing with grants. Grants have been awarded and funds will be disbursed as requested by the recipients (\$2,600 was already disbursed last week).
 - Printed Materials are \$47,752 under budget for the following print projects: Scenic Drive, Bring it To Billings, Presentation Materials, Trailhead Folder Kits and the Vacation Guide (\$28,000). Projects are in process and funds will be spent over the next few months.
 - Sales Expenses are \$13,537 over budget due to timing paying MetraPark their sports incentive. This should level out significantly in April.
 - Tradeshow are \$4,482 under budget due to timing. Tradeshow will end the year over budget from attending the IMEX and Sportslink Tradeshow.
 - Film Recruitment Expenses are \$2,200 over budget.
 - Website Expenses are under budget \$13,413 due to timing.



MARKETING & SALES PACE REPORT

GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	8	8	14	0	30	27	111%
Room Nights	2,860	3,590	17350	0	23,800	21,000	113%

VISITS FOR: visitbillings.com

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	10k	10k	9k	8k	7k	6k	6k	6k	6k	7k	7k	8k	90,000
Actual	12,067	10,860	10,649	9,941	9,346	10,278	15,817	13,021	10,704				102,683

STAKEHOLDER SURVEY

2008-2009	2009-2010	2010-2011	2011-2012	2012-2013*
79%	66%	N/A	83%	85%

*Goal-actual number unknown

ROOM DEMAND- REPORTED ON CALENDAR YEAR 2012

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	7.9	11.7	17.7	26.3	7.0	-0.5	-7.1	-7.8	-9.1	12.4	3.5	-0.5	3.4

ROOM DEMAND- REPORTED ON CALENDAR YEAR 2013

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	1.7	-3.8											-1.3

YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2013	2012
Billings, MT	50.7%	51.4%
Montana	42.4%	41.3%
United States	54.5%	53.1%
Bozeman, MT	48.5%	42.8%
Missoula, MT	38.1%	35.3%
Rapid City, SD	36.8%	40.2%
Sioux Falls, SD	49.7%	51.6%
Bismarck, ND	64.8%	69.9%
Boise, ID	53.5%	51.3%
Madison, WI	54.8%	51.5%
Helena, MT	48.6%	44.7%
Great Falls, MT	48.6%	49.3%

CURRENT MONTH OCCUPANCY

FEBRUARY		
LOCATION	2013	2012
Billings, MT	57.7%	59.9%
Montana	47.1%	46.7%
United States	58.5%	57.4%
Bozeman, MT	54.3%	50.1%
Missoula, MT	40.0%	38.3%
Rapid City, SD	38.9%	47.0%
Sioux Falls, SD	55.1%	55.2%
Bismarck, ND	68.6%	76.3%
Boise, ID	57.2%	57.3%
Madison, WI	61.8%	56.7%
Helena, MT	52.8%	50.4%
Great Falls, MT	52.7%	55.2%

**CVB ACTIVITY REPORT
FY JULY 1, 2012- JUNE 30, 2013**

BOOKED EVENTS

NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH/ YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Ringling Brothers Barnum & Bailey	NR	CVB	200	Sep-12	O	CP,BWCT	\$ 45,000	Q1
State Mega FAM	SR	CVB-P	50	Sep-12	O	BHR	\$ 11,250	Q1
Namibia Tour	LR	CVB	10	Sep-12	O	CP	\$ 2,250	Q1
ASTSWMO	TS	CVB	600	Jul-13	O	CP	\$ 135,000	Q1
NOWCAP- Black Lung & Resp. Dis.	TS	CVB	1000	Sep-13	CW	HGI,HIGM, BHCC,KELLY	\$ 225,000	Q1
Avitus Group	LR	CVB	100	Oct-12	O	CP	\$ 22,500	Q1
Girl Scouts MT&WY	LR	CVB	150	Apr-13	O	HIGM	\$ 33,750	Q1
Paths	LR	CVB-S	(20)	Jul-12	O			Q1
BWHS Class of 1982 Golf Tourn.	LR	CVB-S	(40)	Jul-12	O			Q1
BWHS Class of 1962 Reunion	LR	CVB-S	(100)	Jul-12	O			Q1
Make a Wish Found.- Golf Wishes	LR	CVB-S	(100)	Jul-12	O			Q1
Big Sky Ashrae	LR	CVB-S	(110)	Aug-12	O			Q1
Western Planner Conference	LR	CVB-S	(150)	Aug-12	O			Q1
2012 NADC Econ. Dev. & Procurement Conference	LR	CVB-S	(300)	Aug-12	O			Q1
MT Education Conf.	LR	CVB-S	(70)	Aug-12	O			Q1
12 MT Stockgrowers T-Bone Classic	LR	CVB-S	(125)	Aug-12	O			Q1
Faith E Church 3rd Ann. Comm. BBQ	LR	CVB-S	(100)	Aug-12	O			Q1
Global Travel Alliance Tour Group	LR	CVB-S	(40)	Aug-12	O			Q1
NOWCAP	TS	CVB-S	(20)	Aug-12	O			Q1
Frank Durant-Runs booth in Arizona	LR	CVB-S	(48)	Aug-12	O			Q1
Get up and dance	LR	CVB-S	(150)	Sep-12	O			Q1
Family Therapy Systems Group	LR	CVB-S	(45)	Sep-12	O			Q1

MT Genealogy Conf.	LR	CVB-S	(135)	Sep-12	O			Q1
AIANTA	LR	CVB-S	(150)	Sep-12	O			Q1
Paramount Pictures Crew	SR	CVB-P	750	11/12 & 12/12	O	CP	\$ 168,750	Q1
Q1 BOOKED EVENTS		8		Q1 ROOM NIGHTS			2860	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH/YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Medical Coding Conf	LR	CVB-S	(150)	Oct-12	O			Q2
Amer. Tours Int'l	LR	CVB-S	(25)	Oct-12	O			Q2
Riverstone Health	LR	CVB-S	(80)	Oct-12	O			Q2
S. Classic B-ball Tournament	LR	CVB-P	900	Dec-13	CWSP	TBD	\$ 202,500	Q2
Cadillac Touring Group	LR	CVB	20	Jun-13	O	BHR	\$ 4,500	Q2
Women of Faith (Staff Rm)	P	CVB	50	Apr-13	O	TBD	\$ 11,250	Q2
Zonta	LR	CVB	40	Apr-13	O	TBD	\$ 9,000	Q2
Native American Headstart	NR	CVB	1000	Aug-14	CW	TBD	\$ 225,000	Q2
AAU Wrestling 2014	LR	CVB	1500	Jun-14	CWSP	TBD	\$ 337,500	Q2
Elks Tennis Tourn.	LR	CVB	50	Apr-13	SP	TBD	\$ 11,250	Q2
MSUB Spring Tennis Tourn.	LR	CVB-P	30	Apr-13	SP	TBD	\$ 6,750	Q2
MT Farm Bureau	LR	CVB-S	(300)	Nov-12	O			Q2
WYO-BEN	LR	CVB-S	(20)	Nov-12	O			Q2
MT Stockgrowers	LR	CVB-S	(500)	Dec-12	O			Q2
Q2 BOOKED EVENTS		8		Q2 ROOM NIGHTS			3590	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH/YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
St. Jude Children's Research Hospital	NR	CVB	60	Mar-13	O	CP	\$ 13,500	Q3
State Board of Medical Examiners	SR	CVB	40	May-13	O	CP	\$ 9,000	Q3
MIBA-MT Indian Business Alliance	SR	CVB	600	Oct-13 or Nov-13	O	TBD	\$ 135,000	Q3
Magic City Soccer	LR	CVB-P	300	May-13	CWSP	TBD	\$ 67,500	Q3
USA Ultimate	LR	CVB-P	50	Feb-13	SP		\$ 11,250	Q3
All-Class Wrestling	SR	CVB-P	3000	Feb-13	CWSP	Majority of Blgs. Prop.	\$ 675,000	Q3
The MT Treasurers Assoc. Ann. Conv.	LR	CVB	400	Sep-14	O	CP	\$ 90,000	Q3
EDGETA	LR	CVB	300	Jul-13	O	C	\$ 67,500	Q3

The Montana Reading Council	SR	CVB	750	Oct-13	CW	BWCT, CP LX, HIS, HGI KELLY, BHR HIGM, BHCC	\$ 168,750	Q3
Eastern A Divisionals- Hosp.	LR	CVB-S	(250)	Feb-13	CWSP		\$ (56,250)	Q3
Class A Boys State Basketball- Hosp.	LR	CVB-P	500	Mar-13	CWSP		\$ 112,500	Q3
State Convention for First Interstate Bank	LR	CVB-S	(100)	Feb-13	O		\$ (22,500)	Q3
Christian and Missionary Alliance	LR	CVB-S	(250)	Feb-13	O		\$ (56,250)	Q3
Jaylene Kovash- Wedding	LR	CVB-S	(50)	Mar-13	O		\$ (11,250)	Q3
Debbie Cider- Church Group	LR	CVB-S	(110)	Mar-13	O		\$ (24,750)	Q3
Catholic Daughters of America- I. Wolf	LR	CVB-S	(60)	Mar-13	O		\$ (13,500)	Q3
Faith Evangelical Church- K. Walton	LR	CVB-S	(30)	Mar-13	O		\$ (6,750)	Q3
Jewish Youth Group	TS	CVB	200	Jul-13	O	HIGM	\$ 45,000	Q3
Confidential Group	P	CVB	10,000	Jul-15	CW	CW	\$2,250,000	Q3
MT Governor's Conf.	SR	CVB	650	Apr-14	O	HIGM, BHCC	\$ 146,250	Q3
Heart and Sole	LR	CVB-P	500	Jun-13	SP	TBD	\$ 112,500	Q3
Q3 BOOKED EVENTS		14		Q3 ROOM NIGHTS			17,350	
TOTAL BOOKINGS		TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT			
30		23,800			\$ 5,355,000			

PENDING BIDS/RFP'S								
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
Evangelical Church- Pastors Wives Ret.	TS	CVB	60	Oct-13	O	TBD	\$ 13,500	Q3
Montana Harley Owners Group	LR	CVB	1300	Jun-13	CW	TBD	\$ 292,500	Q3
Christian Motorcycle Association	TS	CVB	1800	2015	CW	TBD	\$ 405,000	Q3
Harley Group	LR	CVB	900	Jul-14	O	TBD	\$ 202,500	Q3
Volkspport Organiz. of Amer.	TS	CVB	1500	Jun-15 (May-13)	CW	TBD	\$ 337,500	Q3

State A Boys & Girls Tennis	P	CVB	250	May-14	SP	TBD	\$ 56,250	Q3
Road Runners Club of America	LR	CVB	1200	Jun-15	CWSP	TBD	\$ 270,000	Q3

MEETING AND CONVENTION PROSPECTING								
NAME								
ADT Security Services of Colorado								
National Ins of Corrections								
USPS								
CCR Enterprises of Colorado								
Special District Association of Colorado								
MCA Denver								
New Hope Natural Media								
American Association of CPA s								
Brain Injury Association								
Christian Educators of America								

SITE TOURS						
NAME	ROOM NIGHTS	YEAR	ACTION	QTR. TOURED	ECONOMIC IMPACT	
Chuck Manley- BMW MOA	6000	2013	Pending	1 FY 2011	\$	1,350,000
Jane Kurlyuck- CMCA	800	Apr-12	Pending	1 FY 2011	\$	180,000
ASTSWMO	400	Jun-13	Pending	1 FY 2012	\$	90,000
Christian Motorcycle Assoc.	2	Jul-13	Pending	1 FY 2013	\$	450

LOST BUSINESS			
NAME	REASON	YEAR	LOST TO
Nat'l Assoc. of Extradition Officials	Cheaper flights	Sep-12	Seattle, WA
ACCED Annual Conf. (W)- Assoc. of Collegiate Conf. & Events Dir. Int'l	Needs one venue	2016	N/A
ALKOTA Cleaning Systems	Not enough family activity options	2012	Dells, WI
National Volk Sport Assoc.	Won't return calls	2015	N/A
Livestock BIO Tech Summit	Chose larger city	2012	N/A
Mary Kay Cosmetics	Needs one venue	2013	N/A
Mary Kay Cosmetics	Needs one venue	2014	N/A
EPA Board Meeting	Chose larger city	2012	Spokane, WA
National Wrestling Coaches Assoc.	Cheaper flights	2012	Florida
NAFSA- Assoc. of Int'l Educators	Cheaper hotel rates	2013	Bozeman, MT
Teva Animal Health	Didn't give specifics	2012	Missoula, MT
Assoc. of Public Treasurers	Cheaper flights	2013/2015	Boise, ID
U.S. Dept. of Pers. Mgmt.	Cheaper flights	2012	Springfield, MO
Non-Profit Users Group	Cheaper flights	2012	Boise, ID

TAP Meetings	SEMT Mtg.. TAP	2012	N/A
Assoc. of Partners for Public Lands	Awaiting explanation	2014	N/A
Assoc. of ST & Terr. Solid Waste Mtg.	Missoula is prettier	2013	Missoula, MT
Vermeer Solut. Mtg. (Helms Briscoe)	Selected a resort in CA	2013	California
Ken Chertow Wrestling Camp	Too expensive	2013	N/A
Int'l Assoc. of Work Force Prof.	Changed region location- will look at Blgs. for 2015	2016	N/A

CANCELLED BUSINESS						
NAME	SOURCE	ROOM NIGHTS	MONTH/YEAR	TYPE	REASON	ECONOMIC IMPACT
CALCASA	CVB	(1000)	2012	CW	Funding CXLd	(225,000)
24th Ann.Tanks Conf. & Expo	CVB	(800)	Sep-13	O	Funding CXLd	(180,000)

MARKETING INITIATIVES/EXPOSURE/PUBLICITY	
NAME	REASON/RESULTS
Journalist Tour	Chicago Sun & Indep. writers for RV Public.- 3 guests
Mega FAM & NAMFAM Tours	Promote Billings as a tourist destination
July/August Advertising Campaign	Concert Craze Regional Leisure Promotion
Fall Family Fun & Couples Getaway	Leisure Promotion fir Mid-September to Mid-November
Holiday Shopping "Mingle Bells"	Leisure Promotion for Mid-October to December
National Boomer Campaign	Leisure Promotion for January to early June
Bikes and Brews Campaign	Launched April 1, 2013

EVENTS ATTENDED			
NAME	LOCATION	STAFF	REASON
DMAI CONFERENCE	Seattle, WA	JB,AT,TK,KM	Training
Catholic Daughters Conv.	Omaha, NB	TK	Attendance Building
Montana Office of Tourism	Helena, MT	AT	Strategic Plan
Connect Marketplace	New Orleans, LA	AT, TK	Tradeshow
Energy Days	MontanaFair	AT, KM, CH	Tradeshow
MT Petroleum Association Annual Meeting	Billings, MT	AT	Tradeshow
Collinson Tech Summit	West Palm Beach, FL	TK	Tradeshow- Invitation only
SportsLink- U.S. Olympic Committee	CO Springs, CO	AT	Relationship Building
IMEX	Las Vegas, NV	TK	Tradeshow
Rejuvenate	Columbus, OH	TK	Tradeshow
AAU Annual Convention	Hawaii	CF	Relationship Building
Tourism Advisory Council Meeting	Hamilton, MT	AT	Quarterly MTOT Mtg.
Regions/CVB's Meeting	Helena, MT	AT	Meeting
DMAI CVB Sales Roundtable & Training	Chicago, IL	TK	CVB Sales Training
Regions/CVB's Meeting	Helena, MT	AT	Meeting
MSAE	Helena, MT	TK	Monthly Lunch

TAC	Helena, MT	AT	State Tourism Mtgs.
Conference Direct APM	Las Vegas, NV	TK	Tradeshow
MIC- Meetings Industry Council of Colorado	Denver, CO	TK	Tradeshow
Destination Showcase	Washington D.C.	AT	Tradeshow
Governors's Conference	Helena, MT	AT, KM, JB	Education

KEY

ORIGIN CATEGORIES: **TS-** Tradeshow; **LR-** Local Referral; **SR-** State Referral; **NR-** National Referral;
P- Prospecting

SOURCE CATEGORIES: **CVB-** Originated from CVB; **CVB-P-** Partnered with other entity; **CVB-S-**
 Serviced by the CVB- room nights will be shown in parenthesis

TYPE CATEGORIES: **CW-** Citywide Booking; **SP -** Sports Booking; **CWSP-** Citywide Sport Booking;
O- Other Booking

PENDING RFPs/Bids: Date in parenthesis denotes the expected decision date.

ECONOMIC IMPACT FORMULA: **\$225/Room Night**

PROPERTY KEY: **CP-** Crowne Plaza; **BHCC-** Billings Hotel & Convention Center; **HGI-** Hilton Garden
 Inn; **HIGM-** Holiday Inn Grand Montana; **BWCT-** Best Western Clock Tower Inn; **BHR-** Bighorn Resort;
KELLY- Kelly Inn & Suites; **HIS-** Hampton Inn & Suites; **LX-** Lexington

BILLINGS ROOM OCCUPANCY COMPARISON OF VALUE VS. HIGH SEASONS 2005-PRESENT

