



**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  
SEPTEMBER 12, 2013  
CHAMBER/CVB BOARD ROOM – 9:00 AM**

- I. Call to Order – Steve Wahrlich.....9:00
- II. Public Comment on Items Not on the Agenda  
(Comments limited to 3 minutes per speaker)
- III. Approval of August 12, 2013 Board Minutes - pages 2-5.....ACTION
- IV. Approval of August 29, 2013 Board Minutes.....ACTION
- V. Approval of August Financial & Variance Reports- M. Stevenson pages 6-7.....ACTION
- VI. Old Business.....9:05-9:50
  - a. Convention Center Research Update-S. Wahrlich.....ACTION
  - b. Living in Art Update- S. Wahrlich.....9:35-9:45
    - i. RFP Information with Shawn Abel and Tina Postel- Billings Family YMCA
  - c. Sports Update- C. Frye.....ACTION
- VII. Marketing/PACE Update- pages 8-11.....9:55-10:00
  - a. Value Season Marketing Campaign Update- K. McCandless
  - b. Staff Updates- A. Tyson
- VIII. Adjournment

---

**Future Meeting Dates:**

October, 10 2013 – October TBID Board Meeting  
November, 14 2013- November TBID Board Meeting  
December, 12 2013- December TBID Board Meeting

---

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



## **TBID BOARD OF DIRECTORS MINUTES – AUGUST 12, 2013**

---

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

**Board Members Absent:** None

**Ex-Officio member Present:** None

**Staff Present:** John Brewer, Alex Tyson, Caitlin Hall, Kelly McCandless and Megan Stevenson

**Others Present:** Kevin Twohig, *Spokane Public Facilities Director*, Tina Volek, *City of Billings*, Brian Arneson, *Quality Inn*, Matt Brosovich, *Big Horn Resort*, Jan Falstad, *Billings Gazette*

### **Call to Order**

Steve Wahrlich called the meeting to order at 8:20 a.m. in the Billings Chamber of Commerce/CVB Board Room.

### **Approval of Board Minutes**

Request for a motion to approve the July 11, 2013 Board Minutes, with the exception of the following correction: Move the information listed under Convention Center Research Update, and place it under 'Additional Comments'.

MOTION: Ginny motioned to approve the minutes; Shelli seconded; Motion carried.

### **Approval of Financial and Variance Report**

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

MOTION: Shelli motioned to accept the Financial and Variance Reports; Ben seconded; Motion carried.

### **TBID FY13 Audit Follow-Up**

Ron Spence and Joyce Bratland were satisfied with the TBID financials they reviewed. They did request that Chris Frye attach his invoices along with his report, so the board can see what the TBID is paying for and why.

**Marketing/PACE Update:** Revamped the billboard creative at Park City, and put in a new billboard in Roberts, MT. The CVB plans to do the Mingle Bells Campaign again this year. The most recent STR Report will be released shortly, and will reflect any changes the Billings Logan International Airport runway closure had.

LaRell Baldwin with the Crowne Plaza, and Ron Spence with the Billings Hotel and Convention Center, stated that their hotels lost some contract business as a direct result of the runway closure. Shelli Mann with the Boothill Inn said that business was a little slower than usual, and Steve Wahrlich with the BW Clocktower Inn said that his hotel is doing roughly the same as last year.

A discussion regarding the amount of advertising dollars being invested in the value season took place.

The Chamber is taking nominations for the Roche Jaune Awards for Business Excellence.

### **Old Business**

**Background/Process of Billings Meeting Facility Research:** *Recap-* Five years ago, the TBID contracted with Judy Randall about what Billings was doing right and wrong. She concluded that Billings needs to look at building a convention center, and that the TBID Board should visit other cities who have a convention center. John Brewer reached out to Kevin Twohig with Spokane Public Facilities District, regarding the convention center and questions the Board needs to discuss, prior to developing an RFP.

Alex Tyson, John Brewer, Steve Wahrlich and LaReil Baldwin will develop the first RFP for Board review. At the September TBID meeting, the Board will vote on the RFP, which will then become available to Stakeholders and YCLA members.

**Developing a Billings Meeting Facility RFP:** Kevin Twohig, Executive Director for the Spokane Public Facilities District, presented to the TBID Board. He has been with the organization for nearly 40 years. The Spokane Public Facilities District formed in 1989 as an independent municipal corporation. The Arena expanded in 2003, adding the INB Performing Arts Center, and the Spokane Convention Center. The arena seats 12,000 and is home to the Spokane Chiefs (WHL), and the Spokane Shock (AFL). Inland NW Bank has naming rights for the INB Performing Arts Center. The Convention Center currently has 82,000 square feet of exhibit hall space, with 17,000 square feet of swing space, 35,000 square feet of meeting space, and a 25,000 square foot banquet hall. January 1, 2015, the Convention Center will expand to 102,000 square feet of exhibit hall space, with 10,000 square feet of lobby/swing space. There will be an additional 37,000 square feet of meeting space.

The Spokane Public Facilities District is governed by a five member board (two members are appointed by the City, two by the County and 1 is a representative of the lodging community). The Facilities District is a staff driven organization with 35 full time employees. It has extensive agreements with private sectors, including Visit Spokane, Spokane Regional Sports Commission, security, food service, parking, ticketing, custodial, and casual labor. In 2012, the arena had a net value of \$1.09 million, the Convention Center netted -\$730,000 and the INB had a net value of \$560,000. The CC top revenue sources are lodging tax, rent, food and beverage and event services. The top expense items are personnel and general labor, contracts with VS and SRSC, and utilities.

Spokane has a TPA of 3.3% city wide and 2% county wide. The Spokane Public Facilities District spends roughly \$800,000 on electrical expenses per year. They have to be very negotiable with rent, in order to keep enough business. The Convention Center is expanding its exhibit hall and trail system that runs in front of the building. A new hotel is under construction and will add an additional 720 rooms. Currently, there are about 2,000 convention center grade rooms in downtown Spokane, and roughly 4,000 in the area.

The economic impact of all District facilities for 2009-2010 includes a total contribution of \$170 million to the Spokane economy as well as 2,200 jobs.

Kevin believes Billings should issue an RFQ for a consultant to study the pros and cons of owning and operating a convention center because it is a great way to get all the questions surrounding a potential convention center answered, provide Billings with expert non-biased advice, the results will guide future decisions, and will give an economic model on operations and impacts. The key components of an RFQ for consultant services should be kept simple, provide introduction and background information for Billings, and include who is going to review qualifications. Kevin suggested titling the report "Should Billings, Montana construct a Convention Center?" Key questions to address in the RFQ include the following:

1. Is there a demand for a Convention Center in Billings?
2. Who would use it?
3. What would be the appropriate size, location, configuration and scope of services offered?
4. What is the existing competition in the region?
5. What would be the economic and financial impact of such a facility in Billings?
6. What are the approximate construction and operating costs for such a facility?
7. Describe various operating scenarios and provide a utilization analysis.
8. What are mechanisms used to finance such a facility?
9. Address the need, location quality, and quantity of hotel rooms required to support the facility.

10. Provide specific examples of comparable projects including their results.
11. Address transportation issues including air lift.
12. Address workforce issues in the Billings metro area.

Each time the Convention Center in Spokane has expanded, they open themselves up to more potential conventions. However, several of the state groups that book with the CC have gone to professional meeting planners.

The CVB sells the CC 18 months and out, and the Convention Center sales manager sells the CC 18 months and in. Spokane has a transit that runs from downtown to the airport, hotel shuttles and rental cars for groups, and an easily accessible, convenient walking downtown district.

### **Discussion**

Alex, John, Steve, and LaReil will develop the first RFP for Board review. They will then revise it before sending it out to Stakeholders and YCLA members. Steve asked if it is advisable to run the RFP by the local government. Kevin suggests involving them early on, as well as anyone else that the Board believes should be included. In the RFP, there needs to be an explanation of what takes place at MetraPark, because Kevin see's very little connection between convention centers and arenas. At the next TBID meeting, an action item needs to be on the agenda for a vote on the RFP.

A discussion ensued regarding concerns over the potential addition of a convention center.

Kevin went into further detail about the addition of a new hotel in downtown Spokane. He believes the hotel is going to take the demand for rooms for the next five years. The hotel will be less leisure driven, focusing on the convention center market. This is the first time Spokane will have an official national sales staff promoting a hotel. There is a total of 300,000 square feet of meeting space, including hotels and the Convention Center, in downtown Spokane.

The Spokane community sees the positive impact the Convention Center has on the area, and much of the business from conventions gets spread around throughout the city. The biggest weekends in Spokane are in March and April when they host the volleyball qualifier where 40 states are represented.

Kevin stated that "having a convention center raises the tide." There is not as much cause and effect after the center is built as you would hope. It is hard to sell a convention center space when you are in that transition of improving the building and facilities. Meeting planners want to see a finished product.

The Spokane Convention Center is funded by operations from the Districts other two facilities. Only \$200,000 was funded by the lodging tax, the city does not fund it. The 1/10 of a cent sales tax helped fund the building. Kevin suggests Billings look at Spokane's 2002 and 2011 studies when constructing the RFP. Steve asked if it is better to overbuild or under build. Kevin said that convention centers are typically on a 10 year cycle, so build to the opportunity.

### **Public Comment**

Tina Volek with the City of Billings said the focus of the city is whether they will need more police officers and firefighters. She is concerned about public safety and what the impact of a convention center would be. She asked how unique Spokane's model is. Kevin responded with saying it is unique to Washington, but not in general. They had 50% occupancy, but they operated 365 days.

A discussion ensued regarding concerns over the potential addition of a convention center. John Brewer reiterated that by state statute, this body is for the hotel industry, and that the board is only at step 1 of 100. The RFP is for a study, not for moving forward with building a convention center.

There was concern that the TBID is not involving the city, retailers and restaurants in this process, and if the board is even willing to say no to building a convention center. In addition, it was asked if this is too broad of a scope.

Kevin suggested having the consultant give examples of what they have seen other communities do. Steve said that the board should get a base before more people are brought into the discussion.

Tina mentioned the City Council has not reviewed anything for the RFP, but she would like to pass it along to the members.

John Brewer informed the attendees that even though Billings is starting at a negative, we shouldn't stop because we don't know the answer. He has also requested to see the petition passed amongst hoteliers regarding the CC, but has never received it. Shelli mentioned that some of the hoteliers who signed the petition were not fully aware of all of the information.

Steve believes that we need to understand where we will be in 5-10 years from now, and the RFP is the base to do that. Questions were raised regarding how to get retailers involved in the process, how to build the center, and how to finance it.

There was concern over hoteliers' lack of response and interest in the process, and until something is solid, it is too difficult for the board to get any involvement from the stakeholders and hoteliers.

Meeting adjourned at 11:15 a.m.

Submitted by Caitlin Hall

**Tourism Business Improvement District**

**Profit & Loss Budget vs. Actual**

**August 2013**

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	August 2013	Budget	August 2013 Actual	August 2013 Budget	2013-14 Annual Budget	August 2012 Actual
<b>Income</b>						
4001100 · TBID Assessments	-	-	448,369.70	448,370.00	865,000.00	-
4001500 · Miscellaneous Income	395.64	-	511.69	-	-	225.52
Carryover from 2012-2013	-	-	-	-	109,188.00	-
<b>Total Income</b>	<b>395.64</b>	<b>0.00</b>	<b>448,881.39</b>	<b>448,370.00</b>	<b>974,188.00</b>	<b>225.52</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	13,833.54	13,298.25	32,294.88	27,771.50	190,397.00	13,937.97
5007100 · FICA Expense	1,023.80	1,019.92	1,063.81	2,125.34	14,374.12	984.58
5007200 · Unemployment Expense	156.73	230.19	252.56	230.19	2,955.80	133.89
5007400 · Health & Accident Expense	1,501.53	1,587.00	1,600.20	3,174.00	28,894.00	1,548.91
5007500 · Retirement Expense	676.91	597.05	923.16	1,365.35	11,252.08	738.68
5007700 · Workers Compensation Expense	113.00	93.50	123.00	187.00	1,515.00	123.00
5007700 · Staff Employment Expenses						
<b>Total 5001000 · Staff Expenses</b>	<b>17,305.51</b>	<b>16,825.91</b>	<b>36,257.61</b>	<b>34,853.38</b>	<b>249,388.00</b>	<b>17,467.03</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	245.00	250.00	490.00	500.00	7,200.00	322.50
5009300 · Equipment & Repair Expense	175.02	250.00	361.64	500.00	3,000.00	485.80
5009500 · Liability Insurance	-	2,000.00	1,562.00	2,000.00	2,550.00	1,562.00
5009600 · Meeting Expenses	275.23	525.00	470.61	1,200.00	8,300.00	282.15
5009650 · Newsletter Expenses	-	-	-	-	3,500.00	-
5009700 · Office Supplies	246.54	350.00	499.39	700.00	2,925.00	309.14
5009750 · Postage	49.67	500.00	245.92	1,500.00	8,200.00	92.79
5009800 · Professional Training	1,654.99	1,900.00	2,672.99	2,300.00	11,000.00	2,073.53
5009850 · Legal and Accounting	500.00	550.00	500.00	550.00	9,200.00	470.00
5009900 · Telephone/Wireless Equipment	115.00	250.00	304.96	500.00	3,000.00	157.97
<b>Total 5009000 · Administrative Expenses</b>	<b>3,261.45</b>	<b>6,575.00</b>	<b>7,107.51</b>	<b>9,750.00</b>	<b>58,875.00</b>	<b>5,755.88</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	3,616.78	6,000.00	36,301.16	37,000.00	302,000.00	8,686.89
5151500 · Film Recruitment	-	-	-	-	2,000.00	-
5152000 · Opportunity	249.88	500.00	249.88	500.00	88,000.00	5,934.75
5152500 · Printed Materials	1,300.00	1,000.00	1,734.40	1,250.00	53,500.00	1,177.09
5153000 · Publicity	-	-	10,000.00	2,000.00	23,000.00	10,000.00
5154000 · Sales Expenses	4,581.58	4,500.00	7,629.05	7,000.00	114,000.00	3,305.85
5155000 · Tradeshows/Conventions	92.00	1,000.00	3,132.00	3,400.00	44,525.00	1,144.00
5156000 · Visitor Information Center	-	-	277.00	300.00	3,000.00	-
5156500 · Web Site	624.65	500.00	1,469.60	4,000.00	35,900.00	1,838.50
<b>Total 5150000 · Marketing Expenses</b>	<b>10,464.89</b>	<b>13,500.00</b>	<b>60,793.09</b>	<b>55,450.00</b>	<b>665,925.00</b>	<b>32,087.08</b>
<b>Total Expense</b>	<b>31,031.85</b>	<b>36,900.91</b>	<b>104,158.21</b>	<b>100,053.38</b>	<b>974,188.00</b>	<b>55,309.99</b>
	<b>-30,636.21</b>	<b>-36,900.91</b>	<b>344,723.18</b>	<b>348,316.62</b>	<b>0.00</b>	<b>-55,084.47</b>
		<b>Cash</b>	<b>Current Month</b>	<b>Last Month</b>	<b>Last Year</b>	
		Unrestricted	472,238	502,875	448,336	
		Restricted	100,000	100,000	75,000	
		<b>Total Cash</b>	<b>572,238</b>	<b>602,875</b>	<b>523,336</b>	

## AUGUST 2013 VARIANCE REPORT

---

TBID Board of Directors  
Financial Statement Variance Report  
As of August 31, 2013

Year to date revenue over expenses is \$3,593 under budget.

Year to date revenue is \$511 over budget from interest income & TBID sales.

Year to date expenses are \$4,105 over budget.

- Staff Expenses are \$1,404 over budget. Payroll Expenses are projected to be over budget for the current fiscal year due to staffing changes.
  
- Administrative Expenses are \$2,642 under budget.
  - Liability Insurance (D&O) is under budget \$438.
  - Meeting expenses are \$729 under budget.
  - Postage is \$1,254 under budget.
  
- Marketing Expenses are \$5,343 over budget due to the following:
  - Advertising is under budget \$699 for Leisure Travel.
  - Opportunity is \$250 under budget from expenses associated with the Convention Center Research.
  - Publicity is over \$8,000 due to the MLHA PR Campaign that was budgeted for \$2,000 but was approved in June to pay the additional \$8,000 from the carryover.
  - Sales expense is over \$629 from Sports Consulting (Chris Frye).
  - Website Expenses are under budget \$2,530 due to timing of when work is performed and necessary.

## MARKETING & SALES PACE REPORT

### GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
<b>Groups</b>	11				11	27	41%
<b>Room Nights</b>	3,090				3,090	21,000	15%

### VISITS FOR: [visitbillings.com](http://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	13,568	10,639											24,207

### STAKEHOLDER SURVEY

2010-2011	2011-2012	2012-2013	2013-2014*
66%	83%	87%	90%

\*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	-2.1	-2.9	20.4	-2.0	-7.7						0.1

### YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2013	2012
Billings, MT	66.4%	68.2%
Montana	58.1%	58.1%
United States	63.2%	62.2%
Bozeman, MT	64.5%	61.8%
Missoula, MT	56.7%	53.6%
Rapid City, SD	56.2%	58.1%
Sioux Falls, SD	64.2%	63.6%
Bismarck, ND	72.8%	77.6%
Boise, ID	67.2%	63.3%
Madison, WI	64.8%	61.8%
Helena, MT	57.6%	57.4%
Great Falls, MT	58.1%	60.7%

### CURRENT MONTH OCCUPANCY

JULY		
LOCATION	2013	2012
Billings, MT	75.0%	84.4%
Montana	82.0%	83.9%
United States	71.1%	69.9%
Bozeman, MT	92.3%	90.9%
Missoula, MT	83.7%	78.4%
Rapid City, SD	89.0%	91.7%
Sioux Falls, SD	76.7%	78.0%
Bismarck, ND	81.4%	81.9%
Boise, ID	77.6%	71.2%
Madison, WI	74.7%	70.0%
Helena, MT	71.2%	69.1%
Great Falls, MT	71.5%	76.2%



**CVB ACTIVITY REPORT  
FY JULY 1, 2013- JUNE 30, 2014**

**BOOKED EVENTS**

NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH/ YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Beth Moore Ministries	NR	CVB-P	895	Oct-14	CW	HIGM, BHCC, HGI, BHR, CP HIS, BWCT	\$ 201,375	Q1
Montana Harley Owners Group	LR	CVB	1100	Jul-14	O	BHCC	\$ 247,500	Q1
Montana Petroleum Association	LR	CVB-P	25	Aug-13	O	CP	\$ 5,625	Q1
Women on Wheels	LR	CVB-S	(300)	Jul-13	O	N/A	\$ (67,500)	Q1
Western Heritage Center- J.Dial	LR	CVB-S	(25)	Jul-13	O	N/A	\$ (5,625)	Q1
Northern Pacific Railway Hist Assoc	LR	CVB-S	(125)	Jul-13	O	N/A	\$ (28,125)	Q1
Girls Little League Softball Team	LR	CVB-S	(15)	Jul-13	SP	N/A	\$ (3,375)	Q1
John Lasar- Family Reunion	LR	CVB-S	(30)	Jul-13	O	N/A	\$ (6,750)	Q1
Mexican Fiesta Car Show	LR	CVB-S	(75)	Jul-13	O	N/A	\$ (16,875)	Q1
Montana Dakota Utilities	LR	CVB-S	(55)	Jul-14	O	N/A	\$ (12,375)	Q1
District Assembly	LR	CVB-S	(75)	Jul-14	O	N/A	\$ (16,875)	Q1
German Wrestlers	LR	CVB-S	(17)	Jul-13	SP	N/A	\$ (3,825)	Q1
MT Energy Day @ MontanaFair	LR	CVB-P		Aug-13	O	N/A	\$ -	Q1
Kercher Reunion	LR	CVB	100	Jun-14	O	NH	\$ 22,500	Q1
Big Sky Volleyfest	LR	CVB-P	400	May-14	SP	TBD	\$ 90,000	Q1
Ntve Am. Housing	NR	CVB-P		Aug-13	O	TBD	\$ -	Q1
Skookum		CVB-P	200	Nov-13	SP	TBD	\$ 45,000	Q1
Reinke Serv. Trng.	NR	CVB-P	70	Aug-13	O	HIS	\$ 15,750	Q1
Red Hat Society	LR	CVB-S	(250)	Aug-13	O	N/A	\$ (56,250)	Q1
Wedding	LR	CVB-S	(15)	Aug-13	O	N/A	\$ (3,375)	Q1
Global Trvl Alliance	LR	CVB-S	(25)	Aug-13	O	N/A	\$ (5,625)	Q1
LDS Church	LR	CVB-S	(300)	Aug-13	O	N/A	\$ (67,500)	Q1
15th Annual Tribal Historic Pres. Conf.	LR	CVB-S	(150)	Aug-13	O	N/A	\$ (33,750)	Q1
MT T-Bone Classic	SR	CVB	150	Sep-13	O	NH	\$ 33,750	Q1
USTA/MTA Trny	LR	CVB-P	150	Oct-13	SP	ALL	\$ 33,750	Q1
<b>Q1 BOOKED EVENTS</b>			<b>11</b>			<b>Q1 ROOM NIGHTS</b>	<b>3090</b>	
<b>TOTAL BOOKINGS</b>						<b>TOTAL ECONOMIC IMPACT</b>		
<b>11</b>			<b>3,090</b>			<b>\$</b>	<b>695,250</b>	

<b>PENDING BIDS/RFP'S</b>								
<b>NAME</b>	<b>ORIGIN</b>	<b>SOURCE</b>	<b>ROOM NIGHTS</b>	<b>DATE</b>	<b>TYPE</b>	<b>LOCATION</b>	<b>ECONOMIC IMPACT</b>	<b>QTR.</b>
Evangel. Church-Pastors Wives Ret.	TS	CVB	60	Oct-13	O	TBD	\$ 13,500	FY 12/13 Q3
Christian Motorcycle Assoc.	TS	CVB	1800	2015	CW	TBD	\$ 405,000	FY 12/13 Q3
Int'l NOMAD Assoc	LR	CVB	1500	Sep-14	CW	TBD	\$ 337,500	FY 12/13 Q4
Swing Dance Group	LR	CVB	600	Jun-14	O	TBD	\$ 135,000	Q1
Keeseekosse Health Department	NR	CVB	300	Aug-13	O	TBD	\$ 67,500	Q1
Outdoor Sports Group	NR	CVB	1200	Jun-14	O	TBD	\$ 270,000	Q1
Bank Conference	NR	CVB	1100	May-14	O	TBD	\$ 247,500	Q1
Northrop Grumman	NR	CVB	115	Jul-14	O	TBD	\$ 25,875	Q1
Winning Touch	NR	CVB	900	Jul-15 (Oct-13)	O	TBD	\$ 202,500	Q1
NIHB/Tribal Public Health Summit	NR	CVB-P	440	Apr-14 (Oct-13)	O	TBD	\$ 99,000	Q1
NAIA 2015/2016 Wmn's Nat'l Chmp.	LR	CVB	1400	Oct-13	SP	TBD	\$ 315,000	Q1

<b>MEETING AND CONVENTION PROSPECTING</b>
<b>NAME</b>
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
CRG Events- National Third Party
Association of Christian Schools
Northwest Education Library
American College of Veterinary
Gang Investigators
Council on Problem Gambling
Western Energy Inc.
Metro America
Eike Events

SITE TOURS/FAM TOURS					
NAME	ROOM NIGHTS	YEAR	ACTION	QTR. TOURED	ECONOMIC IMPACT
International NOMAD Assoc.	5	Sep-13	Pending	1 FY 2013	\$ 1,125
Christian Motorcycle Assoc.	2	Sep-13	Pending	1 FY 2013	\$ 450

LOST BUSINESS			
NAME	REASON	YEAR	LOST TO
Humana- Trng. Sem	N/A	Jul-14	Spokane, WA
Rocky Mtn Int'l- RMI	Close Decision	Apr-14	Missoula, MT
Lindsey Corporation	Air Service Capacity	Aug-13	Sundance Resort, UT
Community Banking Conference	Air Fare Too High	May-14	N/A

**CANCELLED BUSINESS**

MARKETING INITIATIVES/EXPOSURE/PUBLICITY	
NAME	REASON/RESULTS
Summer Drive Campaign/Concert Craze	June, July & August- Regional focus, meant to offset the airport maintenance project by enticing our drive market
Facebook Photo Contest- (#Billings #MontanaMoment)	July- Brand Life/Leisure Exposure

EVENTS ATTENDED			
NAME	LOCATION	STAFF	REASON
Institute	Los Angeles, CA	AT	Professional Devel.
Northwest Regional Tribal Headstart Convention	Spokane, WA	TK	Attendance Building
Montana Petroleum Association	Billings, MT	AT	Brand Building
Energy Day at MontanaFair	Billings, MT	AT	Tradeshow
Connect Sports	Milwaukee, WI	CF	Tradeshow
Connect Marketplace	Milwaukee, WI	TK	Tradeshow

KEY
<b>ORIGIN CATEGORIES:</b> TS- Tradeshow; LR- Local Referral; SR- State Referral; NR- National Referral; P-Prospecting
<b>SOURCE CATEGORIES:</b> CVB- Originated from CVB; CVB-P- Partnered with other entity; CVB-S- Serviced by the CVB- room nights will be shown in parenthesis
<b>TYPE CATEGORIES:</b> CW- Citywide Booking; SP - Sports Booking; CWSP- Citywide Sport Booking; O-Other Booking
<b>PENDING RFPs/Bids:</b> Date in parenthesis denotes the expected decision date.
<b>ECONOMIC IMPACT FORMULA:</b> \$225/Room Night
<b>PROPERTY KEY:</b> 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 NH- Northern Hotel

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

