



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
MARCH 13, 2014
CHAMBER/CVB BOARD ROOM – 8:30 AM**

*Other than the meeting starting 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 – Steve Wahrlich.....8:30
- II. Public Comment on Items Not on the Agenda
(Comments limited to 3 minutes per speaker)
- III. Approval of February 13, 2014 Board Minutes - pages 2-4.....ACTION
- IV. Approval of February Financial & Variance Reports- M. Stevenson pages 5-6.....ACTION
- V. Old Business.....8:35-9:35
 - a. Assessment Update-S. Wahrlich.....ACTION
 - i. Discussion regarding increase for properties w/59 rms or less- \$2/occupied rmn
 - b. Board Member Term Limits- S. Wahrlich.....8:50-9:00
 - c. Visit Billings Update- A. Tyson/K. McCandless.....ACTION
 - d. High Season Creative & Co-Op Update- K. McCandless.....9:10-9:15
 - e. Voucher/ROI- S. Wahrlich/A. Tyson.....ACTION
 - f. Staff Structure- A. Tyson.....9:25-9:35
- VI. Marketing/PACE Update- pages 7-13.....9:35-9:45
 - a. Staff Updates- A. Tyson
 - i. Governor’s Conference
 - ii. State AA Tournament-Hospitality Invitation
 - iii. Other
- VII. Adjournment

Future Meeting Dates:

April 10, 2014- April TBID Board Meeting
May 8, 2014- May TBID Board Meeting
June 12, 2014- June TBID Board Meeting

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



TBID BOARD OF DIRECTORS MINUTES – February 13, 2014

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

Board Members Absent: None

Ex-Officio member Present: None

Staff Present: John Brewer, Alex Tyson, Caitlin Helmer, Kelly McCandless, Megan Stevenson and Chris Frye

Others Present: None

Call to Order

Steve Wahrlich called the meeting to order at 8:56 a.m. in the Billings Chamber/CVB Board Room.

Public Comment

None.

Approval of Board Minutes

Request for a motion to approve the January 9, 2014 Board Minutes

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

Approval of Financial and Variance Report

Request for a motion to approve the January Financial and Variance Reports

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

Request for a motion to contact the delinquent hotel once more regarding their report for the TBID assessment fee, before the TBID submits the report as is; this will create a lean on their hotel property for the amount owing, plus the penalty for \$500 for the late fee.

MOTION: Ron motioned to approve contacting the hotel once more before a lean and penalty fee is charged; Ben seconded; Motion carried

Old Business

Sports Update-2013 Year-in-Review from Chris Frye- Billings secured the 2014 and 2016 NCAA DII Men's and Women's Cross Country Regionals, 2015 GNAC Men's and Women's Basketball Championships, Big Sky Volleyfest, Billings Cross Country Invitational (new annual event), 2014 MT State A Tennis Championships, Boothell, AAU Grand Nationals and Skookum Billings (annual event). AAU Grand Nationals will be an annual event in Billings; the city has the tournament until ultimately they don't want to host it anymore. Billings Cross Country Invitational will be Friday, October 5, 2014. Skookum will be at Rocky, or MSU-B instead of MetraPark.

Billings lost the bid for the 2015 and 2016 NAIA Women's Basketball National Championships. Billings was a finalist but lost to Kansas City (NAIA headquarters); asked Billings to bid again. Billings also lost the bids for the 2015 Road Runners Club of America National Convention, 2015-2017 NCAA DII Volleyball National Championships, 2015-2017 NCAA DII Men's and Women's XC National Championships and an MSU basketball game in Billings.

The 2014 targets include, but are not limited to, a city-wide youth basketball tournament, small college basketball tourney (NJCAA, DII and NAIA), Big Sky basketball tournament, Montana State Folk style Wrestling Championships, Montana State AA Soccer Championships, and several outdoor life sporting events.

A discussion ensued about the need to develop a CVB Sports Committee. The group would potentially meet a few times a year and be comprised of 25 individuals who are passionate about sports. The committee would

be a volunteer force for sports events. To start, the CVB will need to create a Facebook page to begin identifying participants; low cost, not highly formal.

Rodeo bidding is open for 2017. Billings will wait and see how Des Moines, Iowa's business model worked; Des Moines told the rodeo staff to run it since they believe it is so easy to manage. Des Moines is basically giving away the venue. Billings is in a holding pattern until they hear from Des Moines.

Chris Frye said that MetraPark is cooperating in terms of hosting events, but that the price is high; may be from the lack of events taking place there. A discussion ensued regarding the TBID purchasing courts to use for sporting events in Billings to help offset future costs associated with renting and shipping courts. Chris thinks it's the smartest way because Billings could eventually rent them out to other communities; make a profit off of it. Steve suggested the Board wait and see how these upcoming events go before they proceed, and if they prove successful, then look into considering purchasing the courts.

MetraPark Tournament Bids- A discussion ensued regarding covering the CIP for MHSAA tournament bids for 2016. In the end, the Board decided to cover the CIP for a State AA Boys and Girls combined basketball tournament bid with a cap of \$15,000. At the January meeting, the Board voted to cover the full CIP for a 2016 All-Class Wrestling bid.

Request for a motion to approve paying the CIP for the 2016 State AA Boys and Girls Basketball Tournament, and cap at \$15,000

MOTION: Shelli motioned to approve paying the CIP; Ginny seconded; Motion carried

New Business

Visit Billings Discussion- The TBID Board discussed utilizing Visit Billings for the TBID and Convention and Visitors Bureau. The Billings Chamber would possibly drop "CVB" from its literature and logos. The TBID and the Chamber management structure, legal entities, and funding mechanisms would not change. The improvement could be as simple as adding the word "visit" to the current marketing information. The purpose of the discussion is to simplify the name. An example was used regarding the recent BMW press conference; TBID was the organization that put up the money but they didn't get the credit for it. Downtown Billings was used as a name simplification example. Downtown Billings has three organizations under one roof, but instead of listing each one when describing downtown, it was simplified to one uniformed name, "Downtown Billings".

Two main topics of discussion include whether or not the Board likes the idea of Visit Billings, and when it should happen. John Brewer thinks cleaning up the name will help with bureaucracy and general confusion of what the organizations are. It would be packaged and wrapped differently for the general public. The Board seems good with the name change. Steve Wahrlich thinks it would be nice to present this at the Governor's Conference on Tourism in April; largest audience at the quickest time. However, this would necessitate the Board to spend money now, and they don't have the necessary funds to do so.

Nine years ago, the Chamber adopted the CVB to show their support of the tourism industry. However, the change could just be made to support Visit Billings. John will need to get the support from the Chamber Board before this can move forward. Changing the elements now will be time consuming, money is one part, but adding and removing the old logo is one of the biggest tasks ahead. This project needs to be looked at more long term. Look at it as a packaging, not a separate logo. The TBID Board and CVB would present themselves as Visit Billings. A discussion with AD needs to take place to know the finalized dollar amount. The Chamber and TBID will take official action on this in March.

Additional Discussion

The Board discussed moving the assessment fee to \$2 for all properties over six units. Shelli suggests that the \$2 assessment fee be applied to all properties, similar to what Bozeman did. The Board will take action on raising the price for all properties at the March meeting. Ben said the Board should make it clear to the smaller hotels how the assessment fee increase will impact and help them. It was suggested this could take place in July.

Aspirational City Visit and Leadership Exchange to Sioux Falls, South Dakota- First aspiration city visit where the attendees will learn from the Sioux Falls community and tour their convention centers to see how they have impacted sports and other events. The Sioux Falls Chamber is operated similar to the Billings Chamber, making it a good comparison for funding mechanisms and the impact a similar facility and event center would have on the community. This trip is to help understand how Billings can compete down the line, not to look at building a convention center. The Billings Chamber/CVB would like the three officers from the TBID Board to attend this 2.5 day trip. The trip to Sioux Falls is \$1200 per person. The TBID Board needs to approve the funding for the three officers, Ginny Hart, Shelli Mann and Steve Wahrlich, for a combined total of \$3,600.

Request for a motion to approve the expenditure of \$1,200 per person, \$3,600 total, for the three TBID officers to attend the Aspiration City Visit to Sioux Falls, SD.

Motion: Ben motioned to pay \$3,600 for the three officers to go on the city visit; LaRell seconded; Motion carried

Steve and Shelli abstained from voting.

Marketing/PACE Update

Visitor guide requests are beginning to increase again as a result from the CVB's placement in several publications. Jumping on the band wagon for Brand USA and Canada. 14% of visitors to Montana were international; 12% was from Canada. Nice exposure in Montana Journal and AMA. New website update will launch shortly for Visit Billings.

A discussion took place about pushing the meeting time back to 8:30 a.m. so that all agenda items can be covered before the next committee is scheduled in the room at 10:15 a.m. The Board also wants to add a sentence on the agenda that says they can take action on an agenda item that is listed as a discussion item.

Meeting adjourned at 10:45 a.m.

Submitted by Caitlin Helmer

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

February 2014

	CURRENT MONTH		YEAR TO DATE		2013-14 Annual Budget	LAST YEAR
	Actual	Budget	Feb 2014	Feb 2014		Feb 2013
			Actual	Budget		Actual
Income						
4001100 · TBID Assessments	-	-	859,051.94	865,000.00	865,000.00	864,460.00
4001500 · Miscellaneous Income	684.16	-	4,668.01	-	-	1,740.19
Carryover from 2012-2013	-	-	-	-	91,343.00	-
Total Income	684.16	0.00	863,719.95	865,000.00	956,343.00	866,200.19
Expense						
5001000 · Staff Expenses						
5007000 · Wages	11,325.75	14,544.00	110,606.75	120,710.50	182,051.00	113,205.34
5007100 · FICA Expense	854.24	1,112.62	8,229.14	9,230.84	13,920.00	9,542.55
5007200 · Unemployment Expense	287.34	267.45	1,413.26	1,872.20	2,942.00	1,607.56
5007400 · Health & Accident Expense	482.00	2,790.00	7,998.57	19,914.00	31,074.00	12,334.80
5007500 · Retirement Expense	710.55	626.96	6,878.06	5,654.61	8,394.00	6,340.64
5007700 · Workers Compensation Expense	87.50	97.50	803.00	772.00	1,162.00	984.00
5007800 · Staff Employment Expense	-	-	829.00	-	-	-
Total 5001000 · Staff Expenses	13,747.38	19,438.53	136,757.78	158,154.15	239,543.00	144,014.89
5009000 · Administrative Expenses						
5009200 · Computers	245.00	1,250.00	4,406.30	5,200.00	7,200.00	867.33
5009300 · Equipment & Repair Expense	151.43	250.00	1,484.23	2,000.00	3,000.00	560.76
5009500 · Liability Insurance	-	-	2,062.00	2,550.00	2,550.00	2,062.00
5009600 · Meeting Expenses	293.33	375.00	1,905.62	4,300.00	8,300.00	4,118.99
5009650 · Newsletter Expenses	-	-	500.00	500.00	3,500.00	-
5009700 · Office Supplies	19.75	400.00	1,211.37	2,125.00	2,925.00	1,577.62
5009750 · Postage	12.07	200.00	623.08	2,700.00	8,200.00	1,447.85
5009800 · Professional Training	-	-	3,634.65	2,700.00	11,000.00	8,847.40
5009850 · Legal and Accounting	-	-	7,960.50	8,100.00	9,200.00	5,612.50
5009900 · Telephone/Wireless Equipment	65.00	250.00	829.88	2,000.00	3,000.00	1,070.35
Total 5009000 · Administrative Expenses	786.58	2,725.00	24,617.63	32,175.00	58,875.00	26,164.80
5150000 · Marketing Expenses						
5151000 · Advertising	29,979.30	26,000.00	199,346.39	194,000.00	302,000.00	179,099.43
5151500 · Film Recruitment	-	-	-	1,000.00	2,000.00	2,190.68
5152000 · Opportunity	3,384.49	6,000.00	21,229.63	25,500.00	88,000.00	31,577.94
5152500 · Printed Materials	278.73	500.00	9,908.49	9,800.00	53,500.00	28,321.64
5153000 · Publicity	411.82	-	15,265.53	4,700.00	15,000.00	17,407.94
5154000 · Sales Expenses	26,441.47	26,500.00	62,421.26	62,600.00	114,000.00	60,335.96
5155000 · Tradeshows/Conventions	1,545.49	1,950.00	12,830.49	10,325.00	44,525.00	30,144.86
5156000 · Visitor Information Center	-	-	1,894.49	1,350.00	3,000.00	1,014.43
5156500 · Web Site	240.95	2,500.00	13,463.10	24,650.00	35,900.00	25,859.30
Total 5150000 · Marketing Expenses	62,282.25	63,450.00	336,359.38	333,925.00	657,925.00	375,952.18
Total Expense	76,816.21	85,613.53	497,734.79	524,254.15	956,343.00	546,131.87
	(76,132.05)	(85,613.53)	365,985.16	340,745.85	0.00	320,068.32
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	493,500	569,768	465,173	
		Restricted	100,000	100,000	75,000	
		Total Cash	593,500	669,768	540,173	



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of February 28, 2014

Year to date revenue over expenses is \$25,239 over budget.

Year to date revenue is \$1,280 under budget.

- TBID Assessments are \$5,948 under budget.
- Miscellaneous Income is \$4,668 over budget from interest income, TBID sales, Midland Round Table sports hospitality donation, and reimbursement from the CVB for the VIC's payroll expenses (May 27th - Sept 3rd).

Year to date expenses are \$26,519 under budget.

- Staff Expenses are \$21,396 under budget due to staffing changes and an employee not participating in the health insurance as budgeted.
- Administrative Expenses are \$7,557 under budget.
 - Liability Insurance (D&O) is under budget \$488.
 - Meeting expenses are \$2,394 under budget from miscellaneous meetings and employee mileage reimbursement.
 - Office Supplies are \$914 under budget.
 - Postage is \$2,077 under budget.
 - Telephone/Wireless equipment is \$1,170 under budget from employee cell phone reimbursement.
- Marketing Expenses are \$2,434 over budget due to the following:
 - Advertising is over budget \$5,346 for Leisure Marketing.
 - Film Recruitment is under budget \$1,000.
 - Opportunity is under budget \$4,270 from Sports Recruitment and Grants.
 - Publicity is over budget \$10,565 from the additional \$8,000 that was approved to be paid out of carryover funds for the "Voices of Montana" (MLHA PR Campaign) and a \$2,500 sponsorship for the Governor's Conference.
 - Tradeshows/Conventions is over budget \$2,505 from attending the Small Market Meetings convention.
 - Visitor Information Center is over budget \$544 from volunteer expenses and items purchased for retail.
 - Website Expenses are under budget \$11,187 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
Groups	15	10	8		33	27	122%
Room Nights	3,940	7,325	10,950		21,555	21,000	103%

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	13,568	10,639	7,096	8,284	9,155	7,812	11,698	13,017					81,269

STAKEHOLDER SURVEY

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

*Goal-actual number unknown

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	1.8	-3.9	-2.3	-2.9	20.3	-2.0	-7.9	-2.9	-5.2	-10.1	-2.6	5.7	1.8

ROOM DEMAND- REPORTED ON CALENDAR YEAR 2014

	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	5.2												5.2

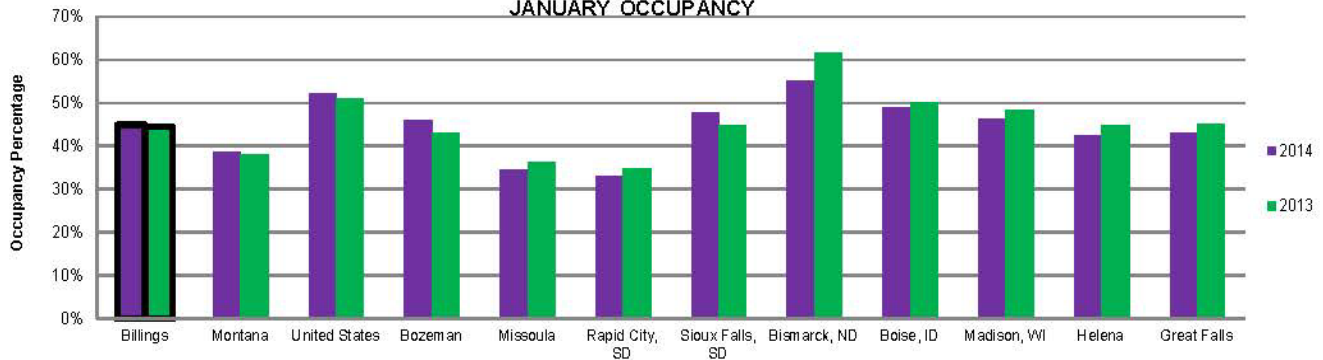
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2014	2013
Billings, MT	44.9%	44.4%
Montana	38.5%	38.0%
United States	52.2%	51.0%
Bozeman, MT	45.9%	43.0%
Missoula, MT	34.4%	36.3%
Rapid City, SD	32.9%	34.9%
Sioux Falls, SD	47.6%	44.9%
Bismarck, ND	55.0%	61.5%
Boise, ID	48.8%	50.2%
Madison, WI	46.2%	48.4%
Helena, MT	42.4%	44.8%
Great Falls, MT	42.9%	45.0%

CURRENT MONTH OCCUPANCY

JANUARY		
LOCATION	2014	2013
Billings, MT	44.9%	44.4%
Montana	38.5%	38.0%
United States	52.2%	51.0%
Bozeman, MT	45.9%	43.0%
Missoula, MT	34.4%	36.3%
Rapid City, SD	32.9%	34.9%
Sioux Falls, SD	47.6%	44.9%
Bismarck, ND	55.0%	61.5%
Boise, ID	48.8%	50.2%
Madison, WI	46.2%	48.4%
Helena, MT	42.4%	44.8%
Great Falls, MT	42.9%	45.0%

JANUARY OCCUPANCY



**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-13	O	N/A	\$ (12,375)	Q1
District Assembly	LR	CVB-S	(75)	Jul-13	O	N/A	\$ (16,875)	Q1
German Wrestlers	LR	CVB-S	(17)	Jul-13	SP	N/A	\$ (3,825)	Q1
Montana Energy Day @ MontanaFair	LR	CVB-P		Aug-13	O	N/A	\$ -	Q1
Kercher Family 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
Native 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 Tourney	LR	CVB-P	150	Oct-13	SP	ALL	\$ 33,750	Q1

ExxonMobil	LR	CVB-S	(22)	Sep-13	O	N/A	\$ (4,950)	Q1
Black Lung Conv.		CVB-S	(150)	Sep-13	O	N/A	\$ (33,750)	Q1
Billings Clinic	LR	CVB-S	(150)	Sep-13	O	N/A	\$ (33,750)	Q1
Family Reunion	LR	CVB-S	(15)	Sep-13	O	N/A	\$ (3,375)	Q1
Young Prof. Group	LR	CVB-S	(18)	Sep-13	O	N/A	\$ (4,050)	Q1
Spotlight Dance Competition	NR	CVB-P	100	Mar-14	O	HIGM	\$ 22,500	Q1
Montana Meat Processors Assoc.	LR	CVB	450	Sep-15	O	BHR	\$ 101,250	Q1
Aflac Regional Mtg	SR	CVB	300	Jan-14	O	BHR	\$ 67,500	Q1
NILE Cattle Drive	LR	CVB-P		Oct-13	O	TBD	\$ -	Q1
Q1 BOOKED EVENTS		15		Q1 ROOM NIGHTS			3,940	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Southern Classic B-Ball Tourn	LR	CVB-P	450	Dec-13	SP	ALL	\$ 101,250	Q2
MT State Hockey HS Championships	LR	CVB	480	Spring 2014	SP	N/A	\$ 108,000	Q2
2014 Nat'l Indian Health Brd Tribal Pub. Health Summit	NR	CVB-P	1200	Mar-14	O	HIGM	\$ 270,000	Q2
Riverstone Health	LR	CVB-S	(100)	Oct-13	O	N/A	\$ (22,500)	Q2
Depart. Of Revenue	LR	CVB-S	(200)	Oct-13	O	N/A	\$ (45,000)	Q2
SEMT Board	LR	CVB-S	(30)	Oct-13	O	N/A	\$ (6,750)	Q2
MT Reading Council	LR	CVB-S	(500)	Oct-13	O	N/A	\$ (112,500)	Q2
First Baptist Church	LR	CVB-S	(100)	Oct-13	O	N/A	\$ (22,500)	Q2
NW Energy	LR	CVB-S	(40)	Nov-13	O	N/A	\$ (9,000)	Q2
All-American NDN Invitational	LR	CVB	80	Dec-13	O	BHCC	\$ 18,000	Q2
MT Aviation Conf.	LR	CVB-P	1200	Feb-14	O	HIGM, BHCC	\$ 270,000	Q2
Not In Our Town	LR	CVB-P	100	Jun-14	O	CP,NH,BWCT	\$ 22,500	Q2
Bike/Walk Summit	LR	CVB	215	Mar-14	O	BHCC	\$ 48,375	Q2
Magic City Soccer	LR	CVB-P	1000	May-15	CWSP	ALL	\$ 225,000	Q2
AAU Grand Nationals Wrestling	LR	CVB	600	June (Indef)	SP	TBD	\$ 135,000	Q2
MT Stockgrowers	LR	CVB-S	(300)	Dec-13	O	HIGM	\$ (67,500)	Q2
NCAA 2014 & '16 X-C Reg Champ	P	CVB	2000	Nov-14 Nov-16	CWSP	ALL	\$ 450,000	Q2
Q2 BOOKED EVENTS		10		Q2 ROOM NIGHTS			7,325	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
MT Manufacturing Conference	SR	CVB-P	360	Oct-14	O	HIGM	\$ 81,000	Q3

Montana State Cup Soccer Tourn	LR	CVB-P	2500	Jun-14	CWSP	ALL	\$ 562,500	Q3
Outdoor Writers Assoc. of America	LR	CVB	1300	Jul-16	O	HIGM	\$ 292,500	Q3
GNAC 2015 Men's & Women's Nat'l Chmp	P	CVB	600	Mar-14	CWSP	CP/BHCC	\$ 135,000	Q3
MSU-B Tennis Pod Matches	LR	CVB	30	Apr-14	SP	CP	\$ 6,750	Q3
Northern Classic Reg. Soccer Tourn.	LR	CVB-P	1500	Jul-14	CWSP	ALL	\$ 337,500	Q3
All Class Wrestling	SR	CVB-P	4000	Feb-14	CWSP	ALL	\$ 900,000	Q3
MT Aviation Conf.	LR	CVB-S	600	Feb-14	O	HIGM	\$ 135,000	Q3
Farmhouse Frat.	NR	CVB	60	Sep-14	O	TBD	\$ 13,500	Q3
Q3 BOOKED EVENTS			8	Q3 ROOM NIGHTS		10,950		
TOTAL BOOKINGS			TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT		
33			21,555			\$ 4,849,875		

PENDING BIDS/RFP'S								
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
Christian Motorcycle Assoc	TS	CVB	1800	2015	CW	TBD	\$ 405,000	FY 12/13 Q3
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
2014 Bureau of Indian Affairs Mtng – Tribal Leaders	NR	CVB	300	Jul-14	O	CP, HIGM	\$ 67,500	Q2
Women of Faith	NR	CVB		2015	O	TBD	\$ -	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 CPAs
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	Site Tour Complete	1 FY 2013	\$ 1,125
Christian Motorcycle Assoc.	2	Sep-13	Pending	1 FY 2013	\$ 450
NAIA Representatives		Nov-13	Pending	2 FY 2013	\$ -
OWAA	5	Nov-13	Pending	2 FY 2013	\$ 1,125

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
2015, 2016 & 2017 NCAA Division II Women's Volleyball Nat'l Championships	N/A- Find out Dec.2013	Dec-15 Dec-16 Dec-17	N/A
2015, 2016 & 2017 NCAA Division II Men's and Women's X-C Reg. Champ.	N/A- Find out Dec.2013	Spring 2015, 2016, & 2017	N/A
2016 & 2017 NCAA Division II Men's and Women's X-C Nat'l Championships	N/A- Find out Dec.2014	Spring 2015, 2016, & 2017	N/A
Military Reunion	Chose a different location	Sep-13	Crowne Plaza, SD, CA
Int'l NOMAD Assoc.	Billings lost by one vote; Full buffet incl. in rm rate	Sep-14	ABQ, NM
NAIA 2015/2016 Wmn's Nat'l Champ.	Blgs not an NAIA city; Chose central location	Oct-13 (Dec-13)	Independence, MO
Women's BBall DII West Region Chmp.	Paloma, CA is the #1 seed	Mar-14	Paloma, CA

CANCELLED BUSINESS

None

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
Brewery Tour	September and October- Regional Value Season Campaign Promoting the Walking Brewery Tour
Mingle Bells	November and December- Leisure Holiday Campaign Promoting Shopping, Eating, and Staying in Billings
National Boomer Campaign- "Fly to Big Sky Country and Play Among the Stars"	National and Regional Promotion with dual giveaways; airline tickets (national) and overnight stays (regional)

EVENTS ATTENDED

NAME	LOCATION	STAFF	REASON
Institute	Los Angeles, CA	AT	Professional Devel.
Northwest Regional Tribal Headstart Convention	Spokane, WA	TK	Attendance Building
Connect Marketplace	Milwaukee, WI	TK	Tradeshow
State Treasurer's Association	Fairmont, MT	TK	Attendance Building
Connect Sports	Milwaukee, WI	CF	Tradeshow
Regions/CVB's Meeting	Helena, MT	AT	State Updates
Small Markets Meeting	Sioux Falls, SD	SW	Tradeshow
Tourism Advisory Council Meeting	Glasgow, MT	AT, JB	State Updates
Regions/CVB's Meeting	Helena, MT	AT	State Updates
Western Montana Travel Expo	Missoula, MT	CH	Tradeshow

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; **HGM-** 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

