



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 10, 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 March 13, 2014 Board Minutes - pages 2-3.....ACTION
- IV. Approval of March Financial & Variance Reports- M. Stevenson pages 4-5.....ACTION
- V. Old Business.....8:50-9:35
 - a. Assessment Increase -S. Wahrlich.....ACTION
 - b. Bylaws- S. Wahrlich.....ACTION
 - c. Visit Billings Logo- A. Tyson.....9:15-9:20
 - d. Governor’s Conference- A. Tyson.....9:20-9:25
 - e. Hotel Voucher- A. Tyson.....9:25-9:30
 - f. MetraPark Letter of Thanks- R. Spence.....9:30-9:35
- VI. New Business
 - a. Cape Air Partnership Discussion- K. McCandless.....9:35-9:40
- VII. Marketing/PACE Update- pages 6-12.....9:40-9:45
 - a. Marketing Plan and Budget- A. Tyson
 - b. Visit Billings Website- K. McCandless
 - c. Staff Updates- A. Tyson
- VIII. Adjournment

Future Meeting Dates:

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 – March 13, 2014

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

Board Members Absent: None

Ex-Officio member Present: None

Staff Present: John Brewer, Alex Tyson, Kelly McCandless, Megan Stevenson and Jennifer Reiser

Others Present: Kathy Lockwood – Kinseth Hospitality Properties

Call to Order

Shelli Mann called the meeting to order at 8:35 a.m. in the Billings Chamber/CVB Board Room.

Public Comment

None

Approval of Board Minutes

Request for a motion to approve the February 13, 2014 Board Minutes

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

Approval of Financial and Variance Report

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

MOTION: Ron motioned to accept the Financial and Variance Reports; Joyce seconded; Motion carried

Old Business

Assessment Update – Shelli and Alex shared a letter from Greg Pekovich regarding his concerns with the proposed assessment increase. Contrary to point I in Mr. Pekovich's letter, Ginny stated that she had emailed Lou Ann Pekovich after the first meeting to inform them on the plan, effective date, and meeting they could attend. Ron stated then when TBID Board makes a major change they should formally notify all properties in writing. Shelli agreed that a certified letter should be sent notifying all stakeholders of the proposed plan and the date in which action will be taken. Board members continue to be willing to make personal contact with assigned stakeholders as Ginny has done for the Pekovich properties. The board directed staff to send a certified letter to all stakeholders stipulating that at the April Board meeting, discussion and action would take place on the proposed assessment increase to bring all properties to \$2/room night. This will also be posted on the website. Steve will respond to Mr. Pekovich's letter. Steve requested that Ginny provide the date of the email that she sent to Lou Ann Pekovich. Ginny stated she would forward the email she sent to Steve.

Board Member Term Limits- The City of Billings is requesting that calendar year dates be used for board terms in lieu of fiscal year dates for boards that they govern. This would require current TBID board member terms to be adjusted as well as a change in the by-laws. Steve will speak with Bruce McCandless and include this proposal in the certified letter to the stakeholders.

Visit Billings- Three sets of options for enhancements to Trailhead logo have been developed. AD Creative will include the changes in their monthly retainer. Staff will narrow to 1-2 options prior to the April board meeting. The board would still like to roll out the changes at the Governor's Conference on Tourism in April.

High Season Creative & Co-Op Update- Kelly shared letters that were received from last year's airline ticket winners. She will share with the businesses referenced in the letters. It was suggested that this feedback with the city council and include in future news releases.

“Dream Plan Go” campaign – we have good traction with this company. Kelly has reviewed their Facebook page to see assets we provided and the subsequent consumer response. In late spring there will be a resurgence of the brewery campaign. Co-ops in partnership with Southeast Montana Tourism are being finalized. The TBID newsletter went out last week to everyone who receives a quarterly statement, approximately 70 properties. Alex highlighted Kelly’s commitment to our brand. It was suggested that staff research branched vehicles, advertising on semi-truck/trailers and rental RV’s as well as with airports in other cities. Shelli shared opportunities to post deals/announcement on visitbillings.com with Kathy Lockwood.

Voucher – The Board discussed a way to further track the success of the magazine placements beyond just the number of visitor guide requests to attempt to determine how many people that receive the guide actually make a trip to Billings. It was suggested that a voucher be placed in the mailer that the hotel property could then redeem with the TBID after a qualifying stay. The purpose is to see if guide distribution is effective in bringing in visitors. The board discussed defining the small print to include \$20 discount off of total stay when booked directly with the hotel, not valid for groups/conventions, expires June 1, 2015 and stating “participating” hotels. Staff will draft a voucher for board review and contact all properties to provide education on the voucher program.

Ginny motioned that staff move forward with the voucher program based on discussed changes and board review of final product; Joyce seconded the motion. Motion carried.

Staff Structure – Discussion tabled until April board meeting

New Business

None

Marketing/PACE Update - Alex reviewed the marketing and sales PACE Report and shared that the group booking goal for the year has been met. State AA basketball tournament is in progress and we are providing hospitality for the next three days. METRA will submit bids for all class wrestling, AA combined basketball and B basketball.

Governor’s Conference- Staff will meet with the Sunday event and welcome reception participants in the next two weeks. Offsite locations at the Yellowstone County Museum, Western Heritage Center and ZooMontana have been added. Board members are encouraged to participate in Sunday events and off sites. Need to verify CDL and insurance requirements for use of passenger vans during the conference.

Meeting adjourned at 9:55 a.m.

Submitted by Jennifer Reiser

Tourism Business Improvement District

Profit & Loss

Budget vs. Actual

March 2014

	CURRENT MONTH		YEAR TO DATE		2013-14 Annual Budget	LAST YEAR Mar 2013 Actual
	Acutal	Budget	Mar 2014 Actual	Mar 2014 Budget		
	Income					
4001100 · TBID Assessments	-	-	859,051.94	865,000.00	865,000.00	864,460.00
4001500 · Miscellaneous Income	170.99	-	4,839.00	-	-	1,902.46
Carryover from 2012-2013	-	-	-	-	91,343.00	-
Total Income	170.99	0.00	863,890.94	865,000.00	956,343.00	866,362.46
Expense						
5001000 · Staff Expenses						
5007000 · Wages	11,725.75	15,544.00	122,332.50	136,254.50	182,051.00	128,527.41
5007100 · FICA Expense	884.84	1,189.12	9,113.98	10,419.96	13,920.00	10,656.99
5007200 · Unemployment Expense	277.40	267.45	1,690.66	2,139.65	2,942.00	2,018.48
5007400 · Health & Accident Expense	482.00	2,790.00	8,480.57	22,704.00	31,074.00	13,855.47
5007500 · Retirement Expense	738.55	656.96	7,616.61	6,311.57	8,394.00	6,858.34
5007700 · Workers Compensation Expense	87.50	97.50	890.50	869.50	1,162.00	1,107.00
5007800 · Staff Employment Expense	1,178.00	-	2,007.00	-	-	-
Total 5001000 · Staff Expenses	15,374.04	20,545.03	152,131.82	178,699.18	239,543.00	163,023.69
5009000 · Administrative Expenses						
5009200 · Computers	245.00	250.00	4,651.30	5,450.00	7,200.00	1,719.83
5009300 · Equipment & Repair Expense	186.76	250.00	1,670.99	2,250.00	3,000.00	560.76
5009500 · Liability Insurance	-	-	2,062.00	2,550.00	2,550.00	2,062.00
5009600 · Meeting Expenses	(17.80)	1,125.00	1,887.82	5,425.00	8,300.00	4,599.01
5009650 · Newsletter Expenses	860.71	3,000.00	1,360.71	3,500.00	3,500.00	-
5009700 · Office Supplies	338.32	200.00	1,549.69	2,325.00	2,925.00	1,742.62
5009750 · Postage	5,006.72	3,000.00	5,629.80	5,700.00	8,200.00	1,471.47
5009800 · Professional Training	-	300.00	3,634.65	3,000.00	11,000.00	9,302.89
5009850 · Legal and Accounting	480.00	550.00	8,440.50	8,650.00	9,200.00	7,588.50
5009900 · Telephone/Wireless Equipment	69.98	250.00	899.86	2,250.00	3,000.00	1,120.35
Total 5009000 · Administrative Expenses	7,169.69	8,925.00	31,787.32	41,100.00	58,875.00	30,167.43
5150000 · Marketing Expenses						
5151000 · Advertising	59,797.02	46,000.00	259,143.41	240,000.00	302,000.00	200,998.11
5151500 · Film Recruitment	-	1,000.00	-	2,000.00	2,000.00	2,190.68
5152000 · Opportunity	1,808.00	500.00	23,037.63	26,000.00	88,000.00	32,723.17
5152500 · Printed Materials	1,099.25	2,750.00	11,007.74	12,550.00	53,500.00	28,612.84
5153000 · Publicity	2,500.00	300.00	17,765.53	5,000.00	15,000.00	17,407.94
5154000 · Sales Expenses	28,219.57	29,400.00	90,640.83	92,000.00	114,000.00	81,502.38
5155000 · Tradeshow/Conventions	2,053.64	3,000.00	14,884.13	13,325.00	44,525.00	34,112.61
5156000 · Visitor Information Center	-	1,200.00	1,894.49	2,550.00	3,000.00	1,014.43
5156500 · Web Site	1,983.50	4,125.00	15,446.60	28,775.00	35,900.00	27,937.05
Total 5150000 · Marketing Expenses	97,460.98	88,275.00	433,820.36	422,200.00	657,925.00	426,499.21
Total Expense	120,004.71	117,745.03	617,739.50	641,999.18	956,343.00	619,690.33
	(119,833.72)	(117,745.03)	246,151.44	223,000.82	0.00	246,672.13
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	373,667	493,500	391,777	
		Restricted	100,000	100,000	75,000	
		Total Cash	473,667	593,500	466,777	



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of March 31, 2014

Year to date revenue over expenses is \$23,151 over budget.

Year to date revenue is \$1,109 under budget.

- TBID Assessments are \$5,948 under budget.
- Miscellaneous Income is \$4,839 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 \$24,260 under budget.

- Staff Expenses are \$26,567 under budget due to staffing changes and an employee not participating in the health insurance as budgeted.
- Administrative Expenses are \$9,313 under budget.
 - Computer Expense is under budget \$799.
 - Meeting expenses are \$3,537 under budget from miscellaneous meetings and employee mileage reimbursement.
 - Newsletter expenses are under budget \$2,139.
 - Office Supplies are \$775 under budget.
 - Telephone/Wireless equipment is \$1,350 under budget from employee cell phone reimbursement.
- Marketing Expenses are \$11,620 over budget due to the following:
 - Advertising is over budget \$19,143 for Leisure Marketing due to the Better Homes and Garden advertising opportunity. *Savings from other budgeted items will offset the increase in Leisure Marketing.*
 - Film Recruitment is under budget \$2,000.
 - Opportunity is under budget \$2,962 from Sports Recruitment and Grants.
 - Printed Materials is under budget \$1,542.
 - Publicity is over budget \$12,766 from the additional \$8,000 that was approved to be paid out of carryover funds for the "Voices of Montana" (MLHA PR Campaign), a \$2,500 Governor's Conference sponsorship, and \$2,500 in photos. *Savings from the Staff Expenses will be used to offset the increase in photo expense.*
 - Sales Expense is under budget \$1,359.
 - Tradeshows/Conventions is over budget \$1,559 from attending the Small Market Meetings convention.
 - Visitor Information Center is under budget \$656 from volunteer expenses and items purchased for retail.
 - Website Expenses are under budget \$13,328 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	10		35	27	130%
Room Nights	3,940	7,325	17,200		28,465	21,000	136%

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	12,245				93,514

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	-1.4

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	5.3	8.2											6.9

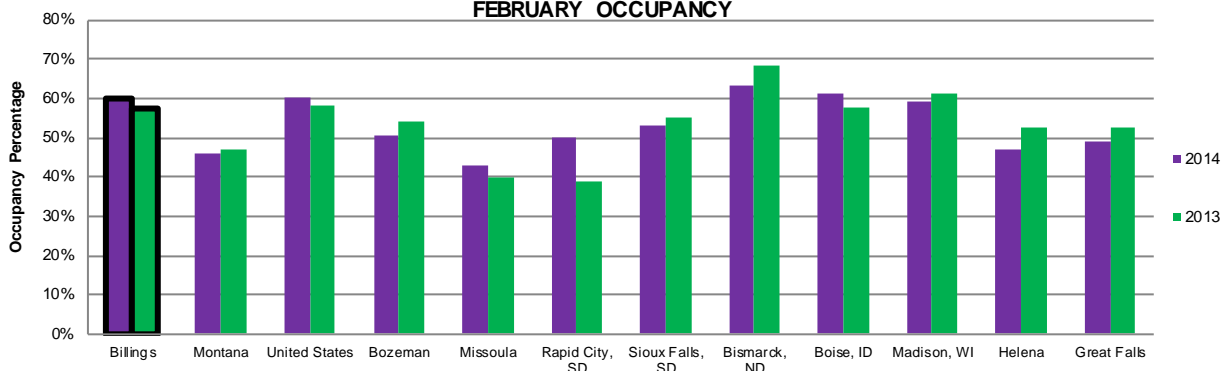
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2014	2013
Billings, MT	52.0%	50.7%
Montana	42.1%	42.3%
United States	56.0%	54.4%
Bozeman, MT	48.2%	48.2%
Missoula, MT	38.4%	38.0%
Rapid City, SD	41.0%	36.8%
Sioux Falls, SD	50.3%	49.7%
Bismarck, ND	59.0%	64.8%
Boise, ID	54.6%	54.0%
Madison, WI	52.3%	54.6%
Helena, MT	44.5%	48.5%
Great Falls, MT	45.9%	48.7%

CURRENT MONTH OCCUPANCY

FEBRUARY		
LOCATION	2014	2013
Billings, MT	59.9%	57.6%
Montana	46.2%	46.9%
United States	60.3%	58.4%
Bozeman, MT	50.8%	53.9%
Missoula, MT	42.9%	39.9%
Rapid City, SD	50.1%	38.8%
Sioux Falls, SD	53.2%	55.1%
Bismarck, ND	63.4%	68.6%
Boise, ID	61.0%	57.7%
Madison, WI	59.2%	61.4%
Helena, MT	47.1%	52.7%
Great Falls, MT	49.2%	52.8%

FEBRUARY 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 Assoc	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
MT 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 @ MTFair	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 Tourn.	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 Rev.	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 Cnc'l	LR	CVB-S	(500)	Oct-13	O	N/A	\$ (112,500)	Q2
First Baptist Chrch	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& 2016 X-C Reg Chmp.	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
Montana Mnf Conf.	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 Championships	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
Women of Faith	NR	CVB	1,750	2015	CW	ALL	\$ 393,750	Q3
State AA B-ball	LR	CVB-P	4,500	Mar-14	CWSP	ALL	\$ 1,012,500	Q3
MT State Hockey HS Championships	LR	CVB-S	(165)	Mar-14	SP	N/A	\$ (37,125)	Q3
Montana Agate	LR	CVB-S	(200)	Mar-14	O	N/A	\$ (45,000)	Q3
Yellowstone Cnty 4H	LR	CVB-S	(350)	Mar-14	O	N/A	\$ (78,750)	Q3
Bike/Walk Summit	LR	CVB-S	(120)	Mar-14	O	BHCC	\$ (27,000)	Q3
2014 Nat'l Indian Health Brd Tribal Pub. HealthSummit	NR	CVB-S	(400)	Mar-14	O	HIGM	\$ (90,000)	Q3
Q3 BOOKED EVENTS			10			Q3 ROOM NIGHTS		17,200
<u>TOTAL BOOKINGS</u>						<u>TOTAL ROOM NIGHTS</u>		<u>TOTAL ECONOMIC IMPACT</u>
35						28,465	\$	6,404,625

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

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
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/HOSPITALITY					
NAME	RM-NTE/ #PPL	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	Complete	2 FY 2013	\$ 1,125
State Wrestling (Hosp.)	600 ppl	Mar-14	Complete		
State AA Basketball (Hosp.)	450 ppl	Mar-14	Complete		

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
Kiwanis Clubs (spoke to them twice)	Billings, MT	AT	Community PR
Leadership Billings (spoke at 3 classes)	Billings, MT	AT	Community PR

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 **NH-** Northern Hotel

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

