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

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**BOARD OF DIRECTORS MEETING  
JUNE 12, 2014**

**BILLINGS CHAMBER 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 May 8, 2014 Board Minutes – pages 2-4.....ACTION
- IV. Approval of May Financial & Variance Reports- M. Stevenson pages 5-6.....ACTION
- V. Old Business.....8:35-9:15
  - a. TBID Board Officers for FY 2015 - S. Wahrlich.....ACTION
  - b. Late Collections and Fines- A. Tyson.....ACTION
  - c. Assessment Latest Post City Council- S. Wahrlich.....Discussion
  - d. MLHA/Voices of Montana Tourism- S. Wahrlich.....ACTION
  - e. TBID Grant Awards- A. Tyson.....ACTION
- VI. Marketing/PACE Update- pages 7-14.....9:15-9:30
  - a. Sports Update- C. Frye
  - b. Meeting and Convention Updates- A. Tyson
  - c. Marketing Plan and Budget- A. Tyson
- VII. Adjournment

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**Future Meeting Dates:**

July 10, 2014- July TBID Meeting  
August 14, 2014- August TBID Meeting  
September 11, 2014- September TBID Meeting

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Managed by the Billings Chamber of Commerce



## **BOARD OF DIRECTORS MINUTES – April 10, 2014**

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

**Board Members Absent:** Joyce Bratland

**Ex-Officio member Present:** None

**Staff Present:** John Brewer, Alex Tyson, Caitlin Helmer, Kelly McCandless, Vicki-Lynn Terpstra & Megan Stevenson

**Others Present:** None

### **Call to Order**

Steve Wahrlich called the meeting to order at 8:30 a.m. in the Billings Chamber and Visit Billings Board Room. The Board members introduced themselves to Visit Billings' new staff member, Vicki-Lynn Terpstra.

### **Public Comment**

None

### **Approval of Board Minutes**

Request for a motion to approve the April 10, 2014 Board Minutes

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

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

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

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

The Residence Inn, Heights Inn, Crowne Plaza and Days Inn haven't paid their assessment fees. There are two properties that are paying their property tax in advance, so the city is going to send the money to TBID.

### **Old Business**

Budget and Marketing Plan FY15- Retail industry is the number one dollar revenue generator in Billings; for every other Montana county it is gasoline. Rimrock Mall estimates that roughly 4 million people come through the mall yearly. A discussion took place about possibly having Randall Research update the numbers.

Group Tour/Motorcoach Market- Sioux Falls gives all leads to meeting planners; this will not work with Billings because it defeats our purpose. If the hotel can't accommodate the group, there is no need to give the meeting planner that lead. Could look at still informing them and show them why they wouldn't be chosen or utilized for that group.

The Board would like specific dates added to the Pace/Activity report so stakeholders can see the weekends other properties are full, and accommodate for any overflow.

TBID staff dollars portion on the graph needs to be renamed to "staff and related overhead". The number won't change, just broken down so the Board can see where those dollars go.

Request for a motion to accept the Budget and Marketing Plan at a high level for city council review

MOTION: Ron motioned to accept the Budget and Marketing Plan; Joyce seconded; Motion carried

A discussion ensued regarding a car wrap with the Visit Billings logo that can be used for conventions, sporting events, or out of town travel. It would serve as a travelling billboard for the community. This is not included in the Marketing Report, but something to look at doing in the future.

DMAI calculator; worth looking at, but the \$225 Billings uses is more accurate. However, it is good to use as a reference and to check numbers, i.e. paid for the research to get this dollar, and then compare that to additional numbers. Billings is conservative compared to MTOT and ITTR.

Steve hasn't heard anything from Not In Our Town; getting late for TBID to help and make any impact.

### **New Business**

The Board met the newest Visit Billings Sales Manager, Vicki-Lynn Terpstra. All staff will go to TAC and get a chance to learn about what every CVB is doing. Vicki-Lynn's first official show will be in August at CONNECT. She will get out in the next quarter to meet the properties; will meet the convention center properties right away.

The Chamber Board put together a committee to thoroughly look at a partner agreement with SEMT, as well as many other items.

Administrative Offset- Assesses staff time, in addition to those individuals, such as Jennifer and John and their contribution to TBID time. Percentage of time those staff members spend on TBID related items. The state lodging tax allows 20% of lodging tax collected to be used for administrative costs, about \$6,000-7,000. John proposed an offset in TBID budget of \$7,000 to account for the time that those additional staff members cover TBID related items, since the TBID doesn't have to pay brook and mortar. Alex budgeted \$5,000 but can rework it within the salaries category.

Request for a motion to accept replacing the line item for \$5,000 within the budget, to \$7,000 for administrative support

MOTION: Shelli motioned to accept the line item increase for administrative support; Ben seconded; Motion carried

Sioux Falls Trip Review- A discussion ensued that Billings has a tax based handy-cap because of what the city is limited too with funding capabilities. Sioux Falls Sports Complex was beautiful and their facilities were years ahead of Billings. They developed a master plan for their city and started it 15 plus years ago. Several forward thinking people came together and developed a plan; the sports complex was just part of that. Instead of focusing on those who are against their plans, they work to get the people who usually don't vote to vote in their favor. They get \$.02 on every dollar, which goes towards various projects and maintenance of the city. Sioux Falls has a 60% greater population than Billings, multiple event centers, but similar hotel room size as Billings. Sioux Falls has a great relationship with their S&G (similar to MetraPark), as well as hoteliers and the community. They have similar issues with their Airport as Billings. Sioux Falls S&G works with schools to accommodate for their events. You can walk off the street and rent the court for \$50 an hour. Their community is about "we". They continue to move forward and have the best interest of the community in mind. They market what they are doing, where they are going, and what is happening. The consensus from the group that went on the tour was positive. It was eye opening for them to see what Sioux Falls is doing and where they are going. Most of the tour was how their city operates; tourism was only two hours of the tour. They focus on efficiencies and equality; schools are all the same, parks are all the same. The City and Public Works Planner dictates where the schools are going.

The city is very competitive with the rest of the state in terms of sporting events. Sioux Falls was awarded 8 NCAA tournaments in the next few years.

Workforce and unemployment is similar to Billings; they are acquiring labor and having people move to Sioux Falls because they are merchandising that they have jobs. They go to the high schools and recruit the students to stay in Sioux Falls and work and live. They are also building homes to accommodate for the growth.

A few negatives for Sioux Falls is that they operate one city over two counties and within that area, operate five school districts. They have an issue with their train track system.

Sioux Falls is run on a mayoral style of governing; they look at what's going to be best for the community.

TBID paid for Shelli and Steve to go.

Jamie Porter with MetraPark contacted TBID to say that they are trying to get a high caliber act but need assistance with funding. This is the first time that MetraPark will be attempting to build a relationship with a top promoter. The Artist sets their own ticket prices and keeps all of those dollars. The Promoter pays venue costs, but receives \$4 rebate paid back to him per ticket sold. MetraPark is providing the building at no cost, roughly \$10,000, as well as a portion of the concessions. Metra is asking TBID for \$20,000 to assist with this event; Exchange club is raising another \$20,000. The concert would be on a Saturday night, adjoining the MATE Show. Steve suggested that a small group of people sit down with Metra and discuss future potentials and how these events are going to be funded; create a model. The Board discussed if the TBID should create a policy and a plan of attack on how they will handle this the next time. The biggest difficulty with this is that there are so many variables, such as timing of the event. While a policy is good, there needs to be room to move and adjust based on each event. The Board asked if Alex will look into contacting Missoula or Casper, WY and see the impact that those large name groups had on their community, and how many hotels were filled. The \$20,000 is based on ticket sales; MetraPark needs TBID's ok so they can present this to the commissioners.

Request for a motion to approve up to \$20,000 for ticket sales for the promotion of Group X to come to Billings  
MOTION: Ron motioned to approve the \$20,000; Ginny seconded; Motion carried

Special Olympics need up to \$1,500 to cover the food for the athlete's lunches; Sam's Club failed on their commitment. The TBID is going to service this as an event and run as hospitality. Special Olympics books roughly 700 rooms for three to four nights.

Request for a motion to approve up to \$2,000 to cover the costs for food for the Special Olympic Athletes  
MOTION: Ginny motioned to approve giving Special Olympics \$2,000; Ron seconded; Motion carried

Steve requested for a motion to add MetraPark and Special Olympics to the agenda.  
MOTION: Shelli motioned to add these two items; Ben seconded; motion carried

### **Marketing/PACE Update**

Will have updated pace for June meeting.

Meeting adjourned at 10:10 a.m.  
Submitted by Caitlin Helmer

## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of May 31, 2014

Year to date revenue over expenses is \$88,431 over budget.

Year to date revenue is \$42,640 over budget.

- TBID Assessments are \$37,482 over budget.
  - *Please note that 2 properties paid their 2<sup>nd</sup> half of assessments early. The assessments for 2<sup>nd</sup> half are usually received the first of July.*
- Miscellaneous Income is \$5,158 over budget from interest income, TBID sales, Midland Round Table sports hospitality donation, and reimbursement from the Billings CVB for the VIC's payroll expenses (May 27th - Sept 3rd).

Year to date expenses are \$44,291 under budget.

- Staff Expenses are \$32,825 under budget due to staffing changes and an employee not participating in the health insurance as budgeted. *Savings from Staff Expenses will be used to offset increases in other items.*
- Administrative Expenses are \$7,269 under budget.
  - Meeting expenses are \$4,664 under budget from miscellaneous meetings and employee mileage reimbursement.
  - Newsletter expenses are under budget \$2,139.
  - Office Supplies are \$907 under budget.
  - Postage is over budget \$4,135 from the large demand of visitor guides and CVB mail.
  - Professional Training is under budget \$865.
  - Telephone/Wireless equipment is \$1,403 under budget from employee cell phone reimbursement.
- Marketing Expenses are \$5,698 under budget due to the following:
  - Advertising is over budget \$17,252 from Leisure Advertising.
  - Film Recruitment is under budget \$2,000.
  - Opportunity is under budget \$11,707 from Sports Recruitment and unknown Opportunities.
  - Publicity is over budget \$11,051 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.
  - Sales Expense is over budget \$10,342 from Sports & Conventions Incentives.
  - Tradeshows/Conventions is under budget \$21,609 from many tradeshows being cancelled. Currently, there are plans to participate in a few with those registrations being paid for within the next few months.
  - Visitor Information Center is under budget \$984 from the VIC signage, brochures rack and volunteer expenses.
  - Website Expenses are under budget \$8,249 due to timing of when work is performed and necessary.

**Tourism Business Improvement District**  
**Profit & Loss**  
**Budget vs. Actual**  
**May 2014**

	CURRENT MONTH		YEAR TO DATE		2013-14 Annual Budget	LAST YEAR
	Acutal	Budget	May 2014	May 2014		May 2013
			Actual	Budget	Budget	Actual
<b>Income</b>						
4001100 · TBID Assessments	1,146.00	-	902,481.94	865,000.00	865,000.00	878,628.00
4001500 · Miscellaneous Income	180.47	-	5,157.72	-	-	2,163.71
Carryover from 2012-2013	-	-	-	-	91,343.00	-
<b>Total Income</b>	<b>1,326.47</b>	<b>-</b>	<b>907,639.66</b>	<b>865,000.00</b>	<b>956,343.00</b>	<b>880,791.71</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	16,785.20	15,126.25	150,443.45	165,924.75	182,051.00	156,478.60
5007100 · FICA Expense	1,271.88	1,154.10	11,240.10	12,686.68	13,920.00	12,683.36
5007200 · Unemployment Expense	402.02	267.45	2,213.51	2,674.55	2,942.00	2,734.41
5007400 · Health & Accident Expense	482.00	2,790.00	9,444.57	28,284.00	31,074.00	16,896.81
5007500 · Retirement Expense	645.32	626.96	9,132.25	7,736.74	8,394.00	8,217.63
5007700 · Workers Compensation Expense	87.50	97.50	1,065.50	1,064.50	1,162.00	1,353.00
5007800 · Staff Employment Expense	-	-	2,007.00	-	-	-
<b>Total 5001000 · Staff Expenses</b>	<b>19,673.92</b>	<b>20,062.26</b>	<b>185,546.38</b>	<b>218,371.22</b>	<b>239,543.00</b>	<b>198,363.81</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	1,042.93	250.00	5,939.23	5,950.00	7,200.00	3,769.13
5009300 · Equipment & Repair Expense	203.76	250.00	2,033.60	2,750.00	3,000.00	947.05
5009500 · Liability Insurance	-	-	2,062.00	2,550.00	2,550.00	2,062.00
5009600 · Meeting Expenses	229.22	650.00	2,935.96	7,600.00	8,300.00	5,560.51
5009650 · Newsletter Expenses	-	-	1,360.71	3,500.00	3,500.00	-
5009700 · Office Supplies	130.11	200.00	1,817.69	2,725.00	2,925.00	2,729.35
5009750 · Postage	5,000.00	1,000.00	12,334.78	8,200.00	8,200.00	2,077.99
5009800 · Professional Training	-	-	3,634.65	4,500.00	11,000.00	11,451.61
5009850 · Legal and Accounting	-	-	8,440.50	8,650.00	9,200.00	7,762.50
5009900 · Telephone/Wireless Equipumnt	307.50	250.00	1,347.32	2,750.00	3,000.00	1,597.80
<b>Total 5009000 · Administrative Expenses</b>	<b>6,913.52</b>	<b>2,600.00</b>	<b>41,906.44</b>	<b>49,175.00</b>	<b>58,875.00</b>	<b>37,957.94</b>
<b>5150000 · Marketing Expenses</b>						
5151000 · Advertising	39,650.21	21,000.00	303,252.10	286,000.00	302,000.00	215,535.09
5151500 · Film Recruitment	-	-	-	2,000.00	2,000.00	2,190.68
5152000 · Opportunity	5,330.20	13,000.00	31,292.73	43,000.00	88,000.00	42,397.71
5152500 · Printed Materials	4,588.83	4,500.00	24,208.07	24,000.00	53,500.00	36,824.64
5153000 · Publicity	4,483.85	4,000.00	22,551.24	11,500.00	15,000.00	17,994.38
5154000 · Sales Expenses	17,322.93	5,000.00	121,841.97	111,500.00	114,000.00	101,659.55
5155000 · Tradeshows/Conventions	878.21	4,500.00	17,565.60	39,175.00	44,525.00	44,840.08
5156000 · Visitor Information Center	45.00	450.00	2,015.48	3,000.00	3,000.00	2,963.44
5156500 · Web Site	2,077.25	1,500.00	23,525.10	31,775.00	35,900.00	35,678.68
<b>Total 5150000 · Marketing Expenses</b>	<b>74,376.48</b>	<b>53,950.00</b>	<b>546,252.29</b>	<b>551,950.00</b>	<b>657,925.00</b>	<b>500,084.25</b>
<b>Total Expense</b>	<b>100,963.92</b>	<b>76,612.26</b>	<b>773,705.11</b>	<b>819,496.22</b>	<b>956,343.00</b>	<b>736,406.00</b>
	<b>(99,637.45)</b>	<b>(76,612.26)</b>	<b>133,934.55</b>	<b>45,503.78</b>	<b>0.00</b>	<b>144,385.71</b>
		<b>Cash</b>	<b>Current Month</b>	<b>Last Month</b>	<b>Last Year</b>	
		Unrestricted	261,450	361,087	289,490	
		Restricted	100,000	100,000	75,000	
		<b>Total Cash</b>	<b>361,450</b>	<b>461,087</b>	<b>364,490</b>	



**GROUP BOOKINGS**

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
<b>Groups</b>	15	10	11	3	39	35	111%
<b>Room Nights</b>	3,940	7,325	17,200	3000	28,465	20,000	142%

**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	110,000
Actual	13,568	10,639	7,096	8,284	9,155	7,812	11,698	13,017	12,245	10,536	13,194		117,244

**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	-1.7

**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	5.4	8.3	11.0	-13.3									8.3

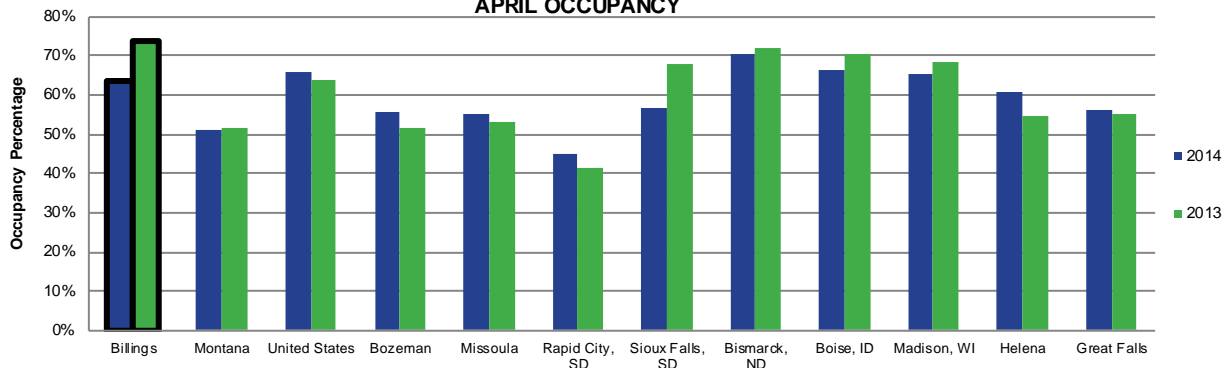
**YTD OCCUPANCY**

PAST 12 MONTHS		
LOCATION	2014	2013
Billings, MT	58.6%	58.8%
Montana	46.6%	46.5%
United States	60.8%	59.1%
Bozeman, MT	52.9%	51.8%
Missoula, MT	45.2%	43.7%
Rapid City, SD	42.3%	39.4%
Sioux Falls, SD	53.6%	57.3%
Bismarck, ND	62.9%	67.8%
Boise, ID	60.5%	60.6%
Madison, WI	58.3%	59.6%
Helena, MT	50.1%	51.0%
Great Falls, MT	51.6%	52.5%

**CURRENT MONTH OCCUPANCY**

APRIL		
LOCATION	2014	2013
Billings, MT	63.7%	73.5%
Montana	51.2%	51.6%
United States	65.7%	63.6%
Bozeman, MT	55.8%	51.8%
Missoula, MT	55.0%	53.2%
Rapid City, SD	44.8%	41.3%
Sioux Falls, SD	56.8%	68.0%
Bismarck, ND	70.3%	72.1%
Boise, ID	66.2%	70.6%
Madison, WI	65.2%	68.6%
Helena, MT	60.5%	54.7%
Great Falls, MT	56.4%	55.3%

**APRIL 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
Wmn 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
MT 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 AmHousing	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
Globl 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 Hist. 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 Regnl Mtg	SR	CVB	300	Jan-14	O	BHR	\$ 67,500	Q1
NILE Cattle Drive	LR	CVB-P		Oct-13	O	TBD	\$ -	Q1
<b>Q1 BOOKED EVENTS</b>		<b>15</b>		<b>Q1 ROOM NIGHTS</b>			<b>3,940</b>	
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 Champ.	LR	CVB	480	Spring 2014	SP	N/A	\$ 108,000	Q2
2014 Nat'l Indian Health Brd Tribal Pub. Health Smt	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
Dept. 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 Cncl	LR	CVB-S	(500)	Oct-13	O	N/A	\$ (112,500)	Q2
1st 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 Nat'l 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-Cnty Reg Chmp	P	CVB	2000	Nov-14 Nov-16	CWSP	ALL	\$ 450,000	Q2
<b>Q2 BOOKED EVENTS</b>		<b>10</b>		<b>Q2 ROOM NIGHTS</b>			<b>7,325</b>	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Montana Manufac. 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 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-P	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 Champ.	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
Ylwtstne 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. Health Smt	NR	CVB-S	(400)	Mar-14	O	HIGM	\$ (90,000)	Q3
<b>Q3 BOOKED EVENTS</b>		<b>11</b>		<b>Q3 ROOM NIGHTS</b>			<b>17,200</b>	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	MONTH YEAR	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Northern MT Healthcare	LR	CVB-S	(30)	Apr-14	O	N/A	\$ (6,750)	Q4
MT Library Assoc	LR	CVB-S	(325)	Apr-14	O	BHCC	\$ (73,125)	Q4
J&J Bus Tours	NR	CVB-S	(54)	Apr-14	O	KLY	\$ (12,150)	Q4
Montana Governor's Conf. on Tourism	LR	CVB-S	(400)	Apr-14	O	HIGM	\$ (90,000)	Q4
American Public Works Assoc	LR	CVB-S	(125)	Apr-14	O	N/A	\$ (28,125)	Q4
Billings Clinic	LR	CVB-S	(85)	Apr-14	O	N/A	\$ (19,125)	Q4
Meat Packers Association	SR	CVB-S		Apr-14	O	N/A	\$ -	Q4
Montana Cattle Women	LR	CVB-S	(65)	May-14	O	N/A	\$ (14,625)	Q4
Volleyfest Tournament	LR	CVB-S	(75)	May-14	SP	N/A	\$ (16,875)	Q4
Rotary Dist. Mtg	LR	CVB-S	(100)	May-14	O	N/A	\$ (22,500)	Q4
Lopez Family Reunion	LR	CVB-S	(100)	May-14	O	N/A	\$ (22,500)	Q4
Magic City Soccer Tourn	LR	CVB-S	(120)	May-14	SP	N/A	\$ (27,000)	Q4
Marine Corps League Conv.	LR	CVB-S	(250)	May-14	O	N/A	\$ (56,250)	Q4

Pritzkau Wedding	LR	CVB-S	(20)	May-14	O	N/A	\$ (4,500)	Q4
State A Tennis	LR	CVB-S	(125)	May-14	SP	N/A	\$ (28,125)	Q4
Family Reunion	LR	CVB-S	(30)	May-14	O	N/A	\$ (6,750)	Q4
State Soccer	LR	CVB	2,500	May-14	CWSP	ALL	\$ 562,500	Q4
Special Olympics	LR	CVB-P		May-14	CWSP	N/A	\$ -	Q4
Heart & Sole	LR	CVB-P	500	Jun-14	SP	N/A	\$ 112,500	Q4
<b>Q4 BOOKED EVENTS</b>		<b>3</b>		<b>Q4 ROOM NIGHTS</b>			<b>3,000</b>	
<b>TOTAL BOOKINGS</b>		<b>TOTAL ROOM NIGHTS</b>			<b>TOTAL ECONOMIC IMPACT</b>			
<b>39</b>		<b>28,465</b>			<b>\$ 6,404,625</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>
Christian Motorcycle Assoc	TS	CVB	1800	2015	CW	TBD	\$ 405,000	FY 12/13 Q3
Keeseekosse Health Dept	NR	CVB	300	Aug-13	O	TBD	\$ 67,500	Q1
NorthropGrumman	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 Ldrs	NR	CVB	300	Jul-14	O	CP, HIGM	\$ 67,500	Q2
NCAI-Nat'l Congress of American Indians	NR	CVB	1015	Jun-16 17 or 18	O	BHCC, HIGM	\$ 228,375	Q4
AVA- American Volksports Assoc.	RR	CVB	600	Jun-17	O	BHCC, HIGM, CP	\$ 135,000	Q4
MT Farm Bureau Federation	TS	CVB	450	Nov-14	O	BHCC	\$ 101,250	Q4
MT Assoc. of Student Councils	TS	CVB		TBD	O	TBD	\$ -	Q4
Hot Rod Pwr Tour	LR	CVB-P		Sep-TBD	CW	TBD		Q4
NEAFCS- Nat'l Extn Assoc. of Family & Consumer Scnce	RR	CVB	1500	Sep-16	O	TBD	\$ 337,500	Q4

<b>SITE TOURS/FAM TOURS/HOSPITALITY</b>						
<b>NAME</b>	<b>RM-NTE/ #PPL</b>	<b>YEAR</b>	<b>ACTION</b>	<b>QTR. TOURED</b>	<b>ECONOMIC IMPACT</b>	
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	Feb-14	Complete	4 FY 2014	\$	135,000
State AA Basketball (Hosp.)	450	Mar-14	Complete	4 FY 2014	\$	101,250
RMI Post FAM Tour	10	May-14	Complete	4 FY 2014	\$	2,250
Journalists/MTOT	5	May-14	Complete	4 FY 2014	\$	1,125

<b>LOST BUSINESS</b>			
<b>NAME</b>	<b>REASON</b>	<b>YEAR</b>	<b>LOST TO</b>
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
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

<b>CANCELLED BUSINESS</b>
None

<b>MARKETING INITIATIVES/EXPOSURE/PUBLICITY</b>	
<b>NAME</b>	<b>REASON/RESULTS</b>
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)
Spring Happy Campaign	Lifting various spring and summer events as reasons to travel to Billings. This is a regional drive market campaign
Meet Unique	A fresh take on Meetings and Conventions Campaign

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
IPW	Chicago, IL	AT	Tradeshow
TAC	Red Lodge, MT	AT, VLT	State Updates

KEY
<p><b>ORIGIN CATEGORIES:</b> <b>TS-</b> Tradeshow; <b>LR-</b> Local Referral; <b>SR-</b> State Referral; <b>RR-</b> Regional Referral; <b>NR-</b> National Referral; <b>P-</b>Prospecting</p> <p><b>SOURCE CATEGORIES:</b> <b>CVB-</b> Originated from CVB; <b>CVB-P-</b> Partnered with other entity; <b>CVB-S-</b> Serviced by the CVB- room nights will be shown in parenthesis</p> <p><b>TYPE CATEGORIES:</b> <b>CW-</b> Citywide Booking; <b>SP -</b> Sports Booking; <b>CWSP-</b> Citywide Sport Booking; <b>O-</b>Other Booking</p> <p><b>PENDING RFPs/Bids:</b> Date in parenthesis denotes the expected decision date.</p> <p><b>ECONOMIC IMPACT FORMULA: \$225/Room Night</b></p> <p><b>PROPERTY KEY:</b> <b>CP-</b> Crowne Plaza; <b>BHCC-</b> Billings Hotel &amp; Convention Center; <b>HGI-</b> Hilton Garden Inn; <b>HIGM-</b> Holiday Inn Grand Montana; <b>BWCT-</b> Best Western Clock Tower Inn; <b>BHR-</b> Bighorn Resort; <b>KINN-</b> Kelly Inn &amp; Suites; <b>HIS-</b> Hampton Inn &amp; Suites; <b>LX-</b> Lexington; <b>NH-</b> Northern Hotel; <b>KLY-</b> Kelly Inn</p>

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

