



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

**TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
FEBRUARY 12, 2015
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 January 8, 2015 Board Minutes-pages 2 - 5.....ACTION
- IV. Approval of January Variance & Financial Reports- M. Stevenson pages 6 - 7.....ACTION
- V. New Business – S. Wahrlich/S. Mann.....8:35-9:20
 - a. MetraPark Partnership.....Discussion
 - i. Guest General Manager Bill Dutcher
 - ii. Guest Marketing & Sales Director Ray Massie
 - b. TBID Board Position.....Discussion
 - c. TBID Treasurer Position.....Discussion
 - d. Montana State Parks.....Discussion
 - e. YCLA.....Discussion
- VI. Old Business – S. Wahrlich/A. Tyson.....9:20-9:40
 - a. Logan Airport (interior) Update.....Discussion
 - b. 2015 Legislative Session Update.....Discussion
 - c. Current Bids – Update.....Discussion
- VII. Marketing/PACE Tyson/McCandless/Austin.....9:40 – 9:45
 - a. Staff Update- pages 8 – 15
 - b. Grants – Follow up
- VIII. Adjournment

Future Meeting Dates:

- March 12, 2015
- April 9, 2015
- May 14, 2015
- June 11, 2015

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS MINUTES – JANUARY 8, 2015

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

Board Members Absent: LaRell Baldwin

Ex-Officio member Present: None

Staff Present: Alex Tyson, John Brewer, Kelly McCandless, Caitlin Helmer, Vicki-Lynn Terpstra, Megan Stevenson and Andy Austin

Others Present: None

Call to Order

Steve Wahrlich called the meeting to order at 8:28 a.m. in the Billings Chamber and Visit Billings Board Room.

Public Comment

BillingsWorks is a partnership of Big Sky EDA, MSU-Billings, Rocky Mountain College, Billings Chamber, Regional Job Service and public and private sector community stakeholders. They are launching a concept for a survey, roughly seven minutes long, that Alex will send to the Board. It's important that the Board participate in the survey because the organization needs to get a good cross section of industries in order to develop a strong plan for the future workforce. Billings doesn't have enough employees for the number of jobs available. BillingsWorks is developing strategies to help address this and other issues.

Approval of Board Minutes

Request for a motion to approve the December 11, 2014 Board Minutes

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

Approval of Financial and Variance Report

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

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

Originally budgeted \$30,000 for the hotel vouchers; took \$10,000 from those funds to be used for leisure placements. Only used \$1,000 in voucher reimbursements so far, but anticipating an influx in the spring. Alex would like it to stay budgeted as is, and allocate those funds to leisure placement as needed.

Old Business

Grant Summary- Billings Symphony, ZooMontana and the Montana Pro Rodeo all received full granting support. Billings Comic Con also applied for funding, but the Board has some concerns since their Facebook page hasn't been updated in a year and the website they said would be launched by January 1, 2015 was still under construction. The Board is concerned with their follow through; event is five months away and they still don't have anything in place. The Board decided to decline funding for Billings Comic Con; can't get ahold of applicant and lack of progress and follow through. The total amount funded this grant cycle is \$10,000.

Magic City Blues Funding- Board support for funding ranged from \$9,000 to \$15,000; \$11,000 average. Steve would like to grant promoter Tim Goodridge \$15,000 based on a variety of caveats:

- Transportation needs to be looked at from a city wide perspective; what does it take to do a city wide busing situation
- Need to do shuttle service on Friday
- Needs to perform a Zip Code analysis of tickets. If Tim doesn't provide data, TBID can withhold funds

The Board discussed how much they would be willing to fund Magic City Blues.

Board agrees Tim has a track record of success and his willingness to grow events for Billings has proved to be beneficial. However, members don't want Tim to keep coming back to the Board year after year requesting transportation dollars. Tim's request/funding does not have to follow the 80\20 rule as with Visit Billings grants. The Board can change and withhold a specific amount until closer to the event, or when he provides sufficient data.

A discussion ensued that Tim needs to take into consideration what Sheridan is doing for their festival. If Tim doesn't produce big name acts for the Last Best Country Fest, then Billings can't compete. He's going to have to have extremely good acts for the country concert to compete.

Request for a motion to fund a total of \$15,000 for Magic City Blues and the Last Best Country Fest. The Board will award \$5,000 upfront, \$5,000 at the Last Best Country Fest, and \$5,000 after the Magic City Blues Festival, contingent on Tim providing data from the zip code analysis.

MOTION: Shelli motioned to fund \$15,000 contingent on data from the zip code analysis; Ben seconded; Motion carried

Steve and Alex will meet with Tim and let him know the dynamics of what the Board expects of him.

Convention Center Research Update- Working towards the next crucial steps in research, including funding and location. HVS should have recommendations in about eight weeks. They are suggesting a facility that is roughly 150,000 square feet; right in line with what other studies have suggested. Geographically, Billings is not on a lot of people's radar and air service is a big part of that. Billings' current facilities are aging, and the layouts are not ideal; biggest concern. If Billings doesn't improve its facilities, then its 23% of meeting and convention business could go to Bozeman and other destinations. The room nights HVS predicted the center would generate was low; Billings Chamber wants HVS to look at an entertainment district and see how that could change the overall room nights generated. If nothing is pursued after this study, then Billings as a community needs to look at how it will maintain and/or grow the meeting and convention segment.

New Business

2015 At a Glance- Alex Tyson presented to the Board the goals and the year ahead for Visit Billings.

FY15 Strategic Goals

- Grow Leisure Visitation
- Increase Value Season Visitation
- Billings: A Sporting Events Hub
- Conventions & Meetings Recruitment
 - City-wide Conventions
 - Small to Mid-Sized Meetings
- Better Visit Billings Experience-TTA
- Group Tour/Motorcoach Market
- Publicity (Summer 2014)
- MTOT Relations

2015 Snap Shot

- Major Year in Sports Ahead
- BMW Motorcycle Owners of America Rally
- Realize Impact of Marketing in Minneapolis/St. Paul
- Value & High Season Campaigns
- International/Group Tour Segment Strategies
- Foster Meeting Planner Relations
- Social Media & PR Growth/Development
- Legislative Session- Active Bill Watch Efforts

- Monitoring Room Demand and Occupancy Trends
- Convention Center Research Conversation
- Defining Meeting and Convention Segment Strategy

Current room nights: 8,160

Projected Year-end: 52,160

Goal: 24,000 (FY15)

Current Room Demand Average: 7.4%

Goal: 3%

Year Ahead

- Heavy Servicing
- Attendance Building
- Legislative Watch
- Executing Successful BMW Rally
- Strong and Strategic Leisure Buys
- Foster Meeting Planner Relations
- Define FY16 Meeting and Conventions Strategy
- Social Media/PR Engagement
- Sunset Planning
- Stakeholder Communications
- STR Reports

Sales Update- Vicki-Lynn has scheduled out all of her travel through September and will do some pick up at Smart meetings; most successful for her. She is in the final stages of her contract with a confidential group. Meeting planners have said that they don't like to get cold called, so Visit Billings has to be more creative on how they contact groups. Developed a New Year's mailer promotion that states if they book an event in Billings through June, Visit Billings will host a Montana Martini reception for them.

Visit Billings staff continue to brainstorm citywide conventions like BMW MOA and how to attract them. She is looking for more opportunities to get in front of 200-400 sized groups. Conventions larger than 400 in size want to have their event at one hotel and Billings can't accommodate that up to most meeting planner standards at this time. Transportation also becomes a large issue; getting them to Billings, via air service, and having enough car rentals when they are here or bussing.

Planners are demanding upper scale or luxury at a low price. They are interested in how many stars a hotel has, whether or not they are full service and what additional amenities they provide. Billings needs to scale back on trying to approach the larger conventions and find its niche and capitalize on that strategically.

Leisure Marketing Update- Visit Billings typically does a six to eight week buy for campaigns. Kelly is looking at travel trends for buying and placing campaigns to try and stretch dollars further by making bigger buys. Already purchased advertising regionally for the next six months; Billings is in a solidly defined market.

Visit Billings current campaign is a pick your getaway package, which immediately presents the viewer with three different reasons to come to Billings; ski, family fun or spa. The contest package includes dinner at a Billings restaurant valued up to \$100 and a one night stay. The campaign will have a giveaway each month and the consumer can pick what they are interested in and customize it. Visit Billings is investing more in a contest landing page so they can learn more from visitors, build social media components and increase the visitors experience.

National presence is scaled back significantly due to presence in Minneapolis Airport. Reserved \$45,000 for national placements over the next few months; being strategic with how those are run by choosing platforms

that have worked in the past. Some examples include Trip Advisor, Budget Travel, Dream Plan Go, and Northwest Travel Magazine.

The Minneapolis takeover had great feedback. People were excited about it and thought the placement was incredible. The goal was to increase brand lift so there are no real hard metrics available.

Visit Billings is looking at producing a German market video and is working with Brand USA and the Montana Office of Tourism. The cost is \$5,000 to produce the video in German.

Kelly is working on getting Visit Billings in front of Chamber members and the local community

Public Relations/Social Media Update- Visit Billings Facebook page exposures have increased dramatically; Visit Billings is seeing 10% of viewers like the page and more interaction with posts. Andy Austin is building a solid foundation for social media and is getting that organic reach instead of the buy reach. He recently started #visitbillings and is working on getting that in front of people through Facebook, Twitter, Instagram and stickers. This is great for brand recognition and content acquisition; pull great photos from Instagram via the hashtag that he can post on various social media platforms. He is working on designing pop up banners which will encourage people to follow Visit Billings using the hashtag. These will be used at concerts, rodeos, sporting events, etc.

Andy is working on a twist to the current Winter Campaign. Participants will enter their email and information, then a pop up will appear saying, “post a photo, follow us on Facebook, etc. for a bonus entry”. He is also working on a producing a feed from photos on Instagram that use the #visitbillings, that will then show up on VisitBillings.com. Lastly, he started Trailhead Tuesday, where every Tuesday he will post an activity people can do in Billings.

Hospitality and Visitor Services – Visit Billings will once again host hospitality rooms for the All-State Wrestling tournament, February 13-14, and the Class C Boys State Basketball tournament, March 12-14, 2015. Visit Billings is also working on organizing the details for the GNAC hospitality rooms. Morgan Jestes will take over PACE and Activity reporting while Caitlin Helmer is on maternity leave.

Marketing/PACE Update- Visit Billings is pacing well, year to date. Alex Tyson announced the room night bookings goal for FY15 should be met by third quarter.

TSA is holding the “graveyard” space for possible future use. They will tear the planter out within the next six months, but nothing permanent can go in the space on the off-chance TSA needs to use it. The Airport is working with CTA Architects and will make some major changes to the terminal in the next couple of years.

Shelli asked if the Board has any suggestions on how to improve attendance and strengthen YCLA. The Board suggested combining it with TBID meetings or change it from monthly to quarterly meetings and have TBID topics on each agenda giving them a brief snapshot of current happenings.

The Board is looking at having the strategic planning session in the spring.

Meeting adjourned at 10:00 a.m.

Submitted by Caitlin Helmer

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of January 31, 2015

Year to date revenue over expenses is \$137,312 over budget.

Revenue is \$15,522 over budget from TBID assessments and interest income.

Total expenses are \$121,790 under budget.

- Staff Expenses are \$21,093 under budget from anticipated staffing changes.

- Administrative Expenses are \$7,932 under budget from the following:
 - Computer expenses are under budget \$2,103.
 - Equipment & Repair expense is under budget \$1,240 from office equipment.
 - Meeting expenses are \$1,887 under budget from various meetings.
 - Newsletter expenses are under budget \$1,500 from timing of the stakeholder newsletter.
 - Office Supplies are \$2,212 over budget due to the refresh of business cards for the new Visit Billings look.
 - Postage is over budget \$1,894 from large demand of visitor guides and CVB mail.
 - Professional Training is under budget \$5,344.
 - Legal & Accounting is under budget \$1,018 from the annual review fees paid to Schafer & Associates..
 - Telephone Wireless Equipment is over budget \$1,510 for TBID's portion of the office phone lines.

- Marketing Expenses are \$92,765 under budget from the following:
 - Advertising is under budget \$30,183 from the redeemable hotel vouchers, sports marketing, meetings/conventions, and booked conventions marketing.
 - Opportunity is under budget \$22,525 for General Opportunity and Grants.
 - Printed Materials is over budget \$1,288.
 - Publicity is under budget \$2,314 from the TTA Program and Sponsorship opportunities.
 - Sales Expense is under budget \$20,526 from the monthly Sports Sales, Sports Recruitment, Sports Fams, Sports Incentives, Sales Missions and Instate Sales..
 - Tradeshows & Conventions is under budget \$7,329 from anticipated registration fees and travel expenses.
 - Website Expenses are under budget \$9,935 due to timing of when work is performed and necessary.

GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	9	5	10		24	36	67%
Room Nights	4,310	3,850	29,330		37,490	24,000	156%

VISITS FOR: visitbillings.com

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	15,000	15,000	13,000	11,000	10,000	9,000	9,000	9,000	9,000	10,000	10,000	10,000	130,000
Actual	17,470	19,297	9,466	9,396	10,001	9,282	16,063						90,975

STAKEHOLDER SURVEY

2010-2011	2011-2012	2012-2013	2013-2014*	2014-2015*
66%	83%	87%	90%	88%

*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	1.6	-4.1	-5.9	-6.2	14.8	-6.0	-10.2	-5.2	-6.7	-12.3	-4.6	3.8	-1.2

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	3.3	6.2	12.4	-11.5	-4.5	21.5	18.4	10.4	7.3	12.6	3.4	9.4	7.5

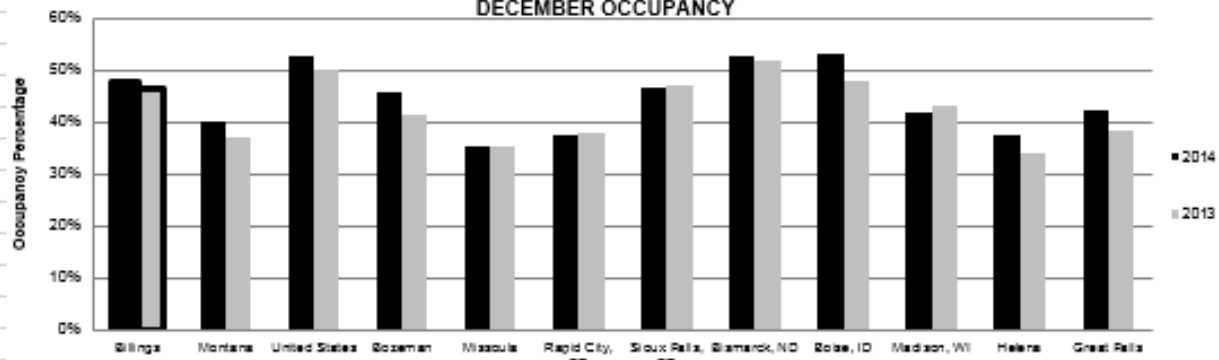
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2014	2013
Billings, MT	65.1%	62.6%
Montana	59.9%	57.8%
United States	64.4%	62.2%
Bozeman, MT	65.5%	64.1%
Missoula, MT	59.3%	57.4%
Rapid City, SD	58.3%	57.3%
Sioux Falls, SD	62.8%	64.6%
Bismarck, ND	70.1%	72.9%
Boise, ID	66.6%	66.5%
Madison, WI	65.0%	64.9%
Helena, MT	57.8%	56.2%
Great Falls, MT	58.4%	57.8%

CURRENT MONTH OCCUPANCY

DECEMBER		
LOCATION	2014	2013
Billings, MT	47.9%	46.5%
Montana	40.0%	37.2%
United States	52.6%	50.2%
Bozeman, MT	45.9%	41.3%
Missoula, MT	35.5%	35.5%
Rapid City, SD	37.4%	38.0%
Sioux Falls, SD	46.6%	47.0%
Bismarck, ND	52.7%	51.9%
Boise, ID	53.3%	48.0%
Madison, WI	41.8%	43.0%
Helena, MT	37.4%	34.2%
Great Falls, MT	42.5%	38.4%

DECEMBER OCCUPANCY



**CVB ACTIVITY REPORT
FY JULY 1, 2014- JUNE 30, 2015**

BOOKED EVENTS

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
American Assoc. of Petroleum Geologists	LR	CVB-P	435	25 to 27-Jun-17	CW	NH, CP	\$ 97,875	Q1
International Radio Club of America	LR	CVB-S	(35)	1-Jul-14	O	N/A	\$ (7,875)	Q1
Catholic Daughters of the Americas	LR	CVB-S	(1000)	2-Jul-14	O	BHCC, HIGM	\$ (225,000)	Q1
Family Reunion	LR	CVB-S	(40)	10-Jul-14	O	N/A	\$ (9,000)	Q1
Family Reunion	LR	CVB-S	(10)	18-Jul-14	O	N/A	\$ (2,250)	Q1
Family Reunion	LR	CVB-S	(25)	30-Jul-14	O	N/A	\$ (5,625)	Q1
Kiwanis Conven	LR	CVB-S	(200)	1-Aug-14	O	N/A	\$ (45,000)	Q1
Al's Auto & RV Storage	LR	CVB-S	(10)	1-Aug-14	O	N/A	\$ (2,250)	Q1
NADC	LR	CVB-S	(200)	1-Aug-14	O	N/A	\$ (45,000)	Q1
Nutri-Lix Inc	SR	CVB-S	(60)	15-Aug-14	O	N/A	\$ (13,500)	Q1
Human Community Services Division	SR	CVB-S	(300)	15-Aug-14	O	N/A	\$ (67,500)	Q1
Glass Reunion Corvette Club	LR	CVB-S	(300)	23-Aug-14	O	HIGM	\$ (67,500)	Q1
MT Farm Bureau Federation	TS	CVB	450	Nov-14	O	BHCC	\$ 101,250	FY13-14 Q4
Int'l Chevy Nomad	LR	CVB	1250	10-Jul-16	O	BHCC	\$ 281,250	Q1
Glass Reunion Corvette Club	LR	CVB-P	300	23-Aug-14	O	HIGM	\$ 67,500	Q1
Border Wars Volleyball Tourn.	LR	CVB-P	75	5 & 6-Sep-14	SP	VARIES	\$ 16,875	Q1
COPS Training	NR	CVB	60	Apr-15	O	CP	\$ 13,500	Q1
Montana Medical Association FutureSync Int'l	LR	CVB	150	24 to 25-Oct-14	O	TBD	\$ 33,750	Q1
Hot Bike Pwr Tour	LR	CVB-P	1500	Sep-15	CW	TBD	\$ 337,500	Q1
St. John's Lutheran Ministries	LR	CVB-S	(50)	9-Sep-14	O	N/A	\$ (11,250)	Q1
Family Reunion	LR	CVB-S	(100)	10-Sep-14	O	N/A	\$ (22,500)	Q1
Riverstone Health	LR	CVB-S	(100)	10-Sep-14	O	N/A	\$ (22,500)	Q1

High School Reunion	LR	CVB-S	(20)	10-Sep-14	O	N/A	\$ (4,500)	Q1
Montana Treasurers Convention	LR	CVB-S	(75)	12-Sep-14	O	N/A	\$ (16,875)	Q1
Global Travel Alliance	LR	CVB-S	(20)	16-Sep-14	O	N/A	\$ (4,500)	Q1
BMW MOA Board Meeting	NR	CVB	90	8 to 12-Oct-14	O	BWCT	\$ 20,250	Q1
Women Stepping Forward for Ag	LR	CVB-S	(125)	23-Sep-14	O	BHR	\$ (28,125)	Q1
Q1 BOOKED EVENTS			9			Q1 ROOM NIGHTS		4,310
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Montana Amateur Hockey Assoc. (MAHA)	LR	CVB-P	1,250	27-Feb to 1-Mar-14	SP	TBD	\$ 281,250	Q2
All-American NDN Invitational	SR	CVB-P	1,000	11 to 13-Dec-14	SP	HGI	\$ 225,000	Q2
Magic City Regional Bridge Tournament	LR	CVB-S	(150)	Oct-14	O	N/A	\$ (33,750)	Q2
Assoc. for Education of Young Children	LR	CVB-S	(500)	Oct-14	O	N/A	\$ (112,500)	Q2
MMEC Compete Smart Mfg Conference	LR	CVB-S	(300)	Oct-14	O	N/A	\$ (67,500)	Q2
St. Vincent's	LR	CVB-S	(10)	Oct-14	O	N/A	\$ (2,250)	Q2
Wedding	SR	CVB-S	(50)	Oct-14	O	TBD	\$ (11,250)	Q2
Montana Violent Crime Prevention	LR	CVB-S	(150)	Oct-14	O	N/A	\$ (33,750)	Q2
Family Reunion	LR	CVB-S	(60)	Dec-14	O	N/A	\$ (13,500)	Q2
NCAT/Harvest Clean Energy Conference	SR	CVB	300	30-Sep to 2-Oct-15	O	BHCC	\$ 67,500	Q2
Women of Faith	NR	CVB	1,000	24 to 25-Apr-15	O	N/A	\$ 225,000	Q2
NCAA DII XC	LR	CVB-S	(1,500)	22-Nov-14	SP	ALL	\$ (337,500)	Q2
MT Stockgrowers	SR	CVB-P	300	11 to 13-Dec-14	O	HIGM	\$ 67,500	Q2
Q2 BOOKED EVENTS			5			Q2 ROOM NIGHTS		3,850
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Great Plains Tree Pest Council	LR	CVB	90	21 to 23-Jul-15	O	CP	\$ 20,250	Q3

Sanderson Stewart Emp. Mtg	LR	CVB-P	20	24 to 25-Feb-15	O	CP	\$ 4,500	Q3
MT Pro Rodeo Hall of Fame	LR	CVB-P	150	31-Jan-15	O	HIGM	\$ 33,750	Q3
Billings Symphony's Gone Country	LR	CVB-P	45	14-Mar-15	O	N/A	\$ 10,125	Q3
ZooBoards	LR	CVB-P	25	May-Jul-15	O	N/A	\$ 5,625	Q3
Audia Group Annual Meeting	LR	CVB-P	(700)	18 to 22-May-15	O	CP	\$ (157,500)	Q3
Montana Green Expo	LR	CVB-S	(150)	6-Jan-15	O	N/A	\$ (33,750)	Q3
Offline- Billings Public Library	LR	CVB-S	(120)	6-Jan-15	O	N/A	\$ (27,000)	Q3
Yellowstone Conservation District	LR	CVB-S	(100)	20-Jan-15	O	N/A	\$ (22,500)	Q3
MSUB Jazz Festival	LR	CVB-S	(200)	26-Jan-15	O	N/A	\$ (45,000)	Q3
Confidential Group	LR	CVB	25,000	Summer 2016	CW	TBD	\$ 5,625,000	FY13-14 Q4
Stockman Bank Magic City Classic	LR	CVB-P	2500	2 to 3-May-15	CWSP	HIGM and others	\$ 562,500	Q3
Heart and Sole	LR	CVB-P	550	21-Jun-15	CWSP	ALL	\$ 123,750	Q3
All-Class State Wrestling Tournament	SR	CVB-P	4,000	13 to 14-Feb-15	CWSP	ALL	\$ 900,000	Q3
Q3 BOOKED EVENTS			10			Q3 ROOM NIGHTS		29,330
TOTAL BOOKINGS						TOTAL ROOM NIGHTS		TOTAL ECONOMIC IMPACT
24						37,490	\$	8,435,250

PENDING BIDS/RFP'S								
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
NCAI-Nat'l Congress of Amer. Indians	NR	CVB	1015	Jun-16 17 or 18	O	BHCC, HIGM	\$ 228,375	FY13-14 Q4
AVA- American Volkspots Assoc.	RR	CVB	600	Jun-17	O	BHCC, HIGM, CP	\$ 135,000	FY13-14 Q4
MT Assoc. of Student Councils	TS	CVB		TBD	O	TBD	\$ -	FY13-14 Q4

NEAFCS- Nat'l Extn Assoc. of Family & Consumer Sci.	RR	CVB	1500	Sep-16	O	TBD	\$ 337,500	FY13-14 Q4
Catholic Alumni Club Int'l	NR	CVB	480	Jul-16	O	TBD	\$ 108,000	FY13-14 Q4
Int'l Boxing Federation Annual Conven.	NR	CVB	750	May/June-16 or 17	O	CP, NH	\$ 168,750	FY13-14 Q4
Ford Retractable Club	NR	CVB	525	9 to 15-Jul-17	O	BHR, HIGM, BHCC	\$ 118,125	Q1
Annual Livestock Marketing Assoc. Conven. & Comp	NR	CVB-P		Jun-17	O	CP, NH, BWCT	\$ -	Q1
Plamondon Family Reunion	RR	CVB	126	15 to 16-Jul-16	O	TBD	\$ 28,350	Q1
IUPA: Int'l Union of Police Assoc.	TS	CVB	160	Sep-16 or 17	O	NH,CP	\$ 36,000	Q1
Gluten Intolerance Education Conv.	LR	CVB	80	17-Sep-16	O	BHCC, HIGM, CP	\$ 18,000	Q1
2016-2018 Men's Big Sky Basketball Championship	LR	CVB		Mar 2016-2018	CWSP	ALL	\$ -	Q1
Community Service Bureau	SR	CVB	400	May/June 2016	O	CP, NH, BHCC	\$ 90,000	Q1
Nat'l Indian Health Board Consumer Conference	NR	CVB	1180	25 to 29-Sep-17 (31-Dec-14)	O	HIGM	\$ 265,500	Q2
Montana Organic Association	SR	CVB	300	4 to 5-Dec-15	O	CP, NH, BHCC, BHR	\$ 67,500	Q3
BrewFest	RR	CVB	80	Apr-15	CW	HIGM	\$ 18,000	Q3
Miss Rodeo MT (confidential)	LR	CVB	100	Summer 2015	CW	TBD	\$ 22,500	Q3
Montana State Cup Soccer Tournament	LR	CVB-P	2500	19 to 21-June-15	CWSP	ALL	\$ 562,500	Q3
Big Sky VolleyFest	LR	CVB-P	600	1 to 3-May-15	SP	TBD	\$ 135,000	Q3

SITE TOURS/FAM TOURS/HOSPITALITY				
NAME	ROOM NIGHTS	DATE	ACTION	QTR. TOURED
Eagleriders FAM Tour	9	Jul-14	Complete	1 FY 2014-15
Hot Bike Power Tour	1	Jul-14	Complete	1 FY 2014-15
Ford Retractable Site Tour	3	Sep-14	Complete	1 FY 2014-15



BMW MOA Site Visit/Board Mtg	90	Oct-14	Complete	1 FY 2014-15
Confidential Group	2	Oct-14	Complete	2 FY 2014-15
Int'l Boxing Federation- Lou Priluker	2	Nov-14	Complete	3 FY 2014-15

LOST BUSINESS			
NAME	REASON	YEAR	LOST TO
National Sheriffs Association Conference	Size of meeting space in one area. 3,000 people.	2020	N/A
Daktronics	Flight rates and perception of flight availability/ease. 25 people.	Feb. 2015	N/A

CANCELLED BUSINESS						
NAME	SOURCE	ROOM NIGHTS	MONTH/YEAR	TYPE	REASON	ECONOMIC IMPACT
Northern Classic Regional Soccer Tournament	CVB-P	1500	Jul-14	CWSP	Not enough teams	\$ 337,500
Gardening Conv.	CVB	75	20 to 21-Feb-2017	O	Director's Health	\$ 16,875

MARKETING INITIATIVES/EXPOSURE/PUBLICITY	
NAME	REASON/RESULTS
Meet Unique	A fresh take on Meetings and Conventions Campaign
Summer Campaign	Trailhead Toolbox Itinerary builder; showcases events, attractions and must-see's as reasons to visit Billings this summer
Culture Shock	Regional campaign showcasing cultural arts and entertainment, cuisine and historical attractions as reasons to visit Billings this fall
Regional Holiday Survival Guide	A regional promotion encouraging people to thrive in Billings this holiday season include an advent calendar interaction serving up daily opportunities for engagement
MSP Takeover	Launching Thanksgiving week and running through the first week of January. Taking over one of Delta's terminals
Winter promotion to choose your Billings getaway	Family friendly, spa escape, or hit the slopes. Will run through March with one giveaway each month

EVENTS ATTENDED			
NAME	LOCATION	STAFF	REASON
DMAI	Las Vegas, NV	CH, VLT	Training
BMW MOA Rally	St. Paul, MN	AT	Attendance Building
CONNECT	Orlando, FL	VLT	Tradeshow
Western Association of CVB's	ABQ, NM	AT	Training
Small Market Meetings	Mesa, AZ	VLT	Tradeshow

Smart Meetings	Vail, CO	VLT	Tradeshow
TAC Meeting	Miles City, MT	AT	State Updates
MLHA	Billings, MT	AT	Annual Convention
DMAI Sales Academy II	New Orleans, LA	VLT	Training
Cowboy Christmas	Las Vegas, NV	VLT, AA	Tradeshow

KEY

ORIGIN CATEGORIES: **TS-** Tradeshow; **LR-** Local Referral; **SR-** State Referral; **RR-** Regional 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: **BHCC-** Billings Hotel & Convention Center; **BHR-** Bighorn Resort; **CP-** Crowne Plaza; **HGI-** Hilton Garden Inn; **HIGM-** Holiday Inn Grand Montana; **NH-** Northern Hotel

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

