



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
June 9th, 2016
ZOO MONTANA – 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 – S. Wahrlich8:30
II. Public Comment on Items Not Included on the Agenda
(Comments limited to three (3) minutes per speaker)
III. Approval of May 12th, 2016 Board Minutes – S. Wahrlich - Pages 2-3.....ACTION
IV. Approval of May Financial & Variance Reports- M. Stevenson - Pages 4-5.....ACTION
V. New Business8:35-9:05
a. Tourism Advisory Board Council/MOTBD/State TBID Meetings Updates – S. Wahrlich
b. FY17 Executive Committee Election – S. Wahrlich/A. Tyson.....ACTION
VI. Partner Update.....9:05-9:10
VII. PACE/ Activity Report – A.Tyson - Pages 7-17.....9:10-9:15
VIII. Adjournment.....ACTION
IX. ZooMontana Tour – S. Mann9:15

Next Meeting: Thursday, July 14, 2016

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS MINUTES – May 12, 2016

Board Members Present: Shelli Mann, Ron Spence, Joyce Bratland, Joe Studiner, Art Westwood

Board Members Absent: Steve Wahrlich

Ex-Officio member Present: Ginny Hart

Staff Present: John Brewer, Alex Tyson, Kelly McCandless, Megan Stevenson, Alyssa Hall, Stefan Cattarin, Luke Ashmore

Others Present:

Call to Order

Steve called the meeting to order at 8:30 a.m. in the Billings Chamber Board Room.

Public Comment

Joyce talked to the Board about having a better presence at YCLA. She discussed the importance of continuing to foster relationships with YCLA.

Shelli informed the Board that YCLA still needs a president and a treasurer.

Alex welcomed Luke Ashmore to the Visit Billings team.

Approval of Board Minutes

Request for a motion to approve the April 14, 2016 Board Minutes

MOTION: Joyce motioned to approve the minutes as amended; Joe seconded; Motion carried

Approval of Financial and Variance Report

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

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

New Business

Board of Directors/Board Positions FY17 – Alex informed the Board on the upcoming Board Positions available. She asked all emailing for names, to be added to the ballot, to be emailed to her no later than end of business on June 1st.

Mentoring and Growing Your Employees – The NextGen Network– Jennifer Reiser the Chief Operations Office, Billings Chamber gave a presentation on The NextGen network. The NextGen network exists to foster relationships among young professionals, develop business opportunities and support civic involvement. Fostering millennial employees will equate to an investment in the Billings community and your property.

Aspirational City Visit – Next Steps – Oklahoma City is Ok! – John updated the Board on the Aspirational City Visit and the upcoming committee meetings. He expressed how Oklahoma City residents took control of their own destiny and how Billings needs to follow such an example. The topic of discussion was One Voice. John stated that the Billings community needs to focus on communication and unity or no changes will be possible.

International Market 2016 – Stefan informed the Board of his time in Cody, WY for RMI. He talked meeting with 42 different tour operators and why this is important to continue pursuing. He also talked about his upcoming trip to IPW in June.

Partner Update

G. Hart – Ginny updated the Board on the Chamber Board Meeting and the upcoming Chamber Events.

Staff Updates

A. Tyson – Informed the Board on the deadline for Grants and the continued efforts to pursuing the Sports Feasibility study. She also updated the Board on the Social Media and Public Relations Manager position for Visit Billings and Visit Southeast Montana.

K. McCandless – Kelly Updated the Board on Leisure Marketing, TBID Renewal plans, and the new Visitor Guide ideas.

A. Hall – Alyssa Updated the Board on VIC/ Servicing & Fulfillment as well as the Volunteer Orientation.

S. Cattarin – Stefan informed the Board on the upcoming Gold Wing site visit.

Art made a motion to adjourn the meeting; Ron seconded. Meeting adjourned at 10:00 a.m.

Submitted by Alyssa Hall

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of May 31, 2016

Year to date revenue over expenses is \$213,420 over budget.

Revenue is \$91,507 over budget from TBID assessments and interest income.

Total expenses are \$121,913 under budget.

- Staff Expenses are \$32,847 under budget from anticipated staffing changes. *Savings from Staff Expenses will be used to offset increases in other items.*
- Administrative Expenses are \$943 under budget from the following:
 - Computer expenses are under budget \$2,818 from new computer purchases and software.
 - Equipment & Repair expense is over budget \$2,319 from TBID's portion of the down payment on the new carpet.
 - Meeting expenses are \$2,318 under budget from various meetings.
 - Newsletter expenses are under budget \$3,500 from timing of the stakeholder newsletter.
 - Office Supplies are \$2,234 over budget due to the refresh of business cards for the new Visit Billings look.
 - Postage is over budget \$8,442 the large demand of visitor guides and CVB mail.
 - Professional Training is under budget \$5,141.
 - Legal & Accounting is under budget \$2,068 from the annual review fees paid to Schafer & Associates and anticipated legal fees.
 - Telephone Wireless Equipment is over budget \$2,360 for TBID's portion of the office phone lines.
- Marketing Expenses are \$88,122 under budget from the following:
 - Advertising is over budget \$23,106 from Leisure.
 - Film Recruitment is under budget \$2,000.
 - Opportunity is under budget \$8,218 for General Opportunity and Grants.
 - Printed Materials is under budget \$13,939 from the Meet Local campaign, Welcome/Recruitment banners, Scenic Drive program and the Visit Billings video.
 - Publicity is under budget \$5,325 from the TTA Program, Sponsorship opportunities and InRoom gifts.
 - Sales Expense is under budget \$35,275 from the monthly Sports Sales, Sports Incentives, Sports Fams, Sales Missions, Instate Sales and Attendance Building.
 - Tradeshows & Conventions is under budget \$30,386 from anticipated registration fees and travel expenses. *Savings will be used to offset increases in other items.*
 - Visitor Information Center is \$4,890 under budget from signage and volunteer expense.
 - Website Expenses are under budget \$11,195 due to timing of when work is performed and necessary.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
May 2016**

	CURRENT MONTH		YEAR TO DATE		2015-16 Annual Budget	LAST YEAR
	Actual	Budget	May 2016 Actual	May 2016 Budget		May 2015 Actual
Income						
4001100 - TBID Assessments	-	-	1,775,852.12	1,788,444.00	1,788,444.00	1,589,684.44
4001500 - Miscellaneous Income	136.83	-	1,698.12		-	1,822.97
Carryover from 2014-2015					85,000.00	-
Total Income	136.83	-	1,777,550.24	1,788,444.00	1,873,444.00	1,591,507.41
Expense						
5001000 - Staff Expenses						
5007000 - Wages	20,742.19	21,665.00	229,195.76	254,335.00	276,000.00	214,002.22
5007100 - FICA Expense	1,519.61	1,657.00	17,381.62	18,743.00	20,400.00	15,668.45
5007200 - Unemployment Expense	276.39	375.00	3,361.85	4,125.00	4,500.00	3,159.23
5007400 - Health & Accident Expense	2,771.52	2,502.00	29,577.18	27,494.00	30,000.00	23,772.08
5007500 - Retirement Expense	923.96	1,405.00	9,709.67	15,895.00	17,300.00	9,820.03
5007700 - Workers Compensation Expense	152.50	150.00	1,607.50	1,650.00	1,800.00	1,462.50
5007800 - Staff Employment Expense	-	-	200.00	-	-	250.00
Total 5001000 - Staff Expenses	26,386.17	27,754.00	291,033.58	322,242.00	350,000.00	268,134.51
5009000 - Administrative Expenses						
5009200 - Computers	304.99	600.00	9,166.96	11,100.00	11,700.00	3,132.37
5009300 - Equipment & Repair Expense	403.01	250.00	4,968.43	5,750.00	6,000.00	6,569.25
5009500 - Liability Insurance	-	-	2,095.00	2,300.00	2,300.00	2,095.00
5009600 - Meeting Expenses	525.24	1,110.00	5,029.85	8,215.00	8,800.00	5,664.10
5009650 - TBID Communications	-	-	78.40	4,000.00	7,000.00	1,500.00
5009700 - Office Supplies	163.79	273.00	4,212.27	3,857.00	4,130.00	4,709.30
5009750 - Postage	1,979.70	2,300.00	18,621.92	16,300.00	18,150.00	16,942.31
5009800 - Professional Training	190.00	-	10,800.91	10,000.00	10,000.00	6,609.17
5009850 - Legal and Accounting	-	550.00	10,571.53	10,700.00	11,200.00	6,582.00
5009900 - Telephone/Wireless Equipment	484.21	522.00	4,936.82	5,742.00	6,264.00	4,881.04
Total 5009000 - Administrative Expenses	4,050.94	5,605.00	70,482.09	77,964.00	85,544.00	58,684.54
5150000 - Marketing Expenses						
5151000 - Advertising	22,568.59	27,850.00	736,779.58	736,650.00	785,500.00	591,605.59
5151500 - Film Recruitment	-	-	-	500.00	500.00	-
5152000 - Opportunity	39,134.45	37,500.00	155,159.07	142,880.00	215,000.00	134,981.60
5152500 - Printed Materials	3,159.20	1,966.00	82,046.45	77,434.00	127,800.00	45,561.09
5153000 - Publicity	3,360.82	5,600.00	33,518.02	41,645.00	43,225.00	23,075.25
5154000 - Sales Expenses	7,860.41	420.00	145,446.86	123,500.00	162,500.00	120,225.39
5155000 - Tradeshows/Conventions	150.00	5,300.00	26,924.57	33,250.00	51,500.00	30,613.89
5156000 - Visitor Information Center	504.42	938.00	3,813.28	6,925.00	6,925.00	2,960.08
5156500 - Web Site	3,283.25	3,000.00	19,708.47	37,825.00	44,950.00	15,079.87
Total 5150000 - Marketing Expenses	80,021.14	82,574.00	1,203,396.30	1,200,609.00	1,437,900.00	964,102.76
Total Expense	110,458.25	115,933.00	1,564,911.97	1,600,815.00	1,873,444.00	1,290,921.81
	(110,321.42)	(115,933.00)	212,638.27	187,629.00	0.00	300,585.60

Cash	Current Month	Last Month	Last Year
Unrestricted	415,521	444,232	364,794
Contract Reserves	-	-	20,000
Restricted	150,000	150,000	125,000
Total Cash	565,521	594,232	509,794



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	17	9	16	2	44	37	119%
Room Nights	15,600	4,100	7,974	820	28,494	30,000	95%

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	145,000
Actual	22,724	20,301	21,716	21,983	15,755	13,623	16,069	16,682	21,438	25,086	23,209		218,586

STAKEHOLDER SURVEY

2010-2011	2011-2012	2012-2013	2013-2014*	2014-2015*	2015-2016
66%	83%	87%	90%	88%	TBD

*Goal-actual number unknown

ROOM DEMAND- REPORTED ON CALENDAR YEAR 2016

	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	-11.0	-5.0	-15.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-5.5

ROOM DEMAND- REPORTED ON CALENDAR YEAR 2015

	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	9.9	3.1	-0.7	0.0	10.6	-5.1	1.1	0.4	-3.0	-2.2	-9.6	-11.0	-6.5

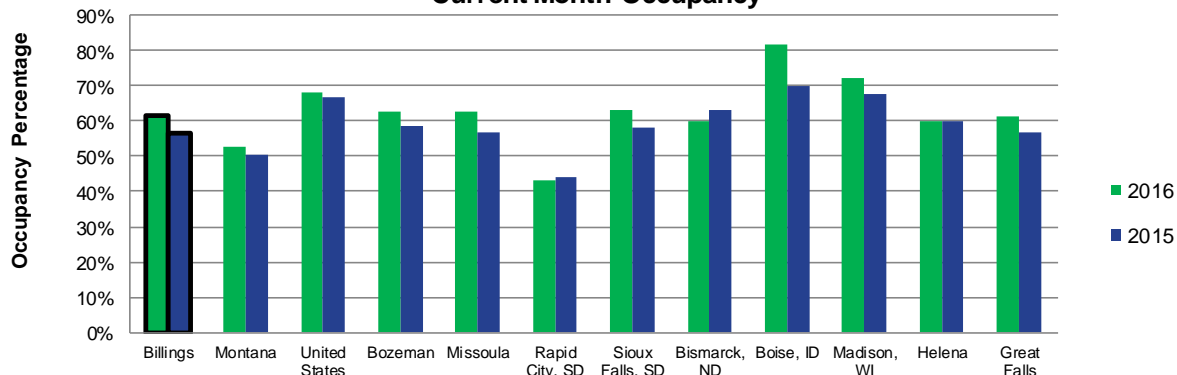
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2016	2015
Billings, MT	50.3%	53.5%
Montana	46.5%	47.6%
United States	62.5%	62.4%
Bozeman, MT	59.7%	54.8%
Missoula, MT	50.3%	47.6%
Rapid City, SD	42.0%	41.4%
Sioux Falls, SD	56.0%	55.3%
Bismarck, ND	54.7%	62.0%
Boise, ID	70.9%	65.0%
Madison, WI	61.1%	59.9%
Helena, MT	52.3%	54.7%
Great Falls, MT	52.9%	55.0%

CURRENT MONTH OCCUPANCY

April		
LOCATION	2016	2015
Billings, MT	61.6%	56.4%
Montana	52.9%	50.6%
United States	68.1%	66.7%
Bozeman, MT	62.9%	58.6%
Missoula, MT	62.7%	56.7%
Rapid City, SD	43.2%	43.9%
Sioux Falls, SD	63.0%	58.0%
Bismarck, ND	60.0%	63.1%
Boise, ID	81.8%	70.0%
Madison, WI	72.3%	67.5%
Helena, MT	59.8%	60.1%
Great Falls, MT	61.2%	56.8%

Current Month Occupancy



**ACTIVITY REPORT
FY JULY 1, 2015- JUNE 30, 2016**

BOOKED EVENTS

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKE D
Wayman Chapel	LR	CVB-S	(80)	10-Jun-15	O	NA	\$ (18,000)	Q1
Family Reunion	LR	CVB-S	(50)	19-Jun-15	O	NA	\$ (11,250)	Q1
AVA- American Volksports Assoc.	RR	CVB	600	Jun-17	O	BHCC	\$ 135,000	Q1
Catholic Alumni Club Int'l	NR	CVB	480	Jul-16	O	CP	\$ 108,000	Q1
AAU Grand National Wrestling	LR	CVB-P	150	9 to12 Jul- 15	SP	HIGM	\$ 33,750	Q1
Indian Relay	CW	CVB-P	3000	18 to 20 Sep 15	CW	ALL	\$ 675,000	Q1
Montanan Nonprofit Association (MNA)	SR	CVB-P	600	30 Sep - 2 Oct 15	O	CP	\$ 135,000	Q1
Montana Marathon	LR	CVB-P	100	19 to 20 Sep 15	SP	BWCT	\$ 22,500	Q1
Big Sky Balloon Rendezvous	LR	CVB-P	50	31 Jul- 2 Aug 15	O	HIGM	\$ 11,250	Q1
Big Sky Ballin' 3x3	CW	CVB-P	500	7 to 9 Aug 15	CWSP	ALL	\$ 112,500	Q1
ATF- Acquire the Fire	NR	CVB	240	16 to 17 Oct 15	CW	ALL	\$ 54,000	Q1
ASA Tournament-Billings Showdown	LR	CVB	3,000	11 to 13 Jun-15	CWSP	TBD	\$ 675,000	Q1
Farm Bureau Annual Meeting	SR	CVB	480	Nov-16 & 17	O	TBD	\$ 108,000	Q1
ASA JO Girls Fastpitch Softball Tournament	LR	CVB-P	3000	Jul-15	CWSP	BHCC, ALL	\$ 675,000	Q1
State C & E Softball Tournaments	LR	CVB-P	3000	Aug-15	CWSP	BHCC, ALL	\$ 675,000	Q1
Sanderson Stewart	LR	CVB	120	25 to 26 Feb- 16	O	CP	\$ 27,000	Q1
AHSGR Convention	LR	CVB-S	(350)	10-Jul-15	O	NA	\$ (78,750)	Q1

Rimrock Chapter of MT Assoc. of the Blind	LR	CVB-S	(150)	15-Jul-15	O	NA	\$ (33,750)	Q1
MACR Annual Conventions	LR	CVB-S	(62)	31-Jul-15	O	NA	\$ (13,950)	Q1
BNSF Railway	LR	CVB-S	(30)	31-Jul-15	O	NA	\$ (6,750)	Q1
NCAT- National Center for Appropriate Technologies	SR	CVB	200	Mar-16	O	BHCC	\$ 45,000	Q1
North America Road Rally- Big Sky Rally	NR	CVB	80	Jul-16	O	BHR	\$ 18,000	Q1
NCAT- National Center for Appropriate Technologies	NR	CVB-S	(200)	30-Sep-15	O	BHCC	\$ (45,000)	O1
Tuff Stuff	NR	CVB	100	Jul-17	O	NH	\$ 22,500	Q1
Home School	LR	CVB-S	(60)	21-Aug-15	O	NA	\$ (13,500)	Q1
MHA Convention	SR	CVB-S	(750)	22-Sep-15	O	NA	\$ (168,750)	Q1
MNA	SR	CVB-S	(400)	29-Sep-15	O	NA	\$ (90,000)	Q1
Global Travel Alliance	LR	CVB-S	(200)	15-Sep-15	O	NA	\$ (45,000)	Q1
BMW	NR	CVB-S	(2000)	25 to 28 -Jul- 16	CW	ALL	\$ (450,000)	Q1
GWRRA	NR	CVB-S	(3200)	1 to 6 Sep- 16	CW	ALL	\$ (720,000)	Q1
Q1 BOOKED EVENTS		17		Q1 ROOM NIGHTS			15,600	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKE D
EMspring (HUB International)	RR	CVB	30	Jun-16	O	TBD	\$ 6,750	Q2
Holiday Classic Basketball Tournament	LR	CVB	600	18 to 19 Dec- 16	CWSP	ALL	\$ 135,000	Q2
Liquor Store Owners Association of Montana	SR	CVB	20	17 to 18 Jan- 16	O	TBD	\$ 4,500	Q2
MT Speech and Hearing Association	SR	CVB-S	(175)	16-Oct-16	O	CP	\$ (39,375)	Q2

Riverstone Health	LR	CVB-S	(100)	01-Oct-16	O	NA	\$ (22,500)	Q2
RV Tour	LR	CVB-S	(200)	12-Oct-16	O	NA	\$ (45,000)	Q2
West Coast Swing	LR	CVB-S	(20)	16-Oct-16	O	NA	\$ (4,500)	Q2
State AA Soccer Tournament	LR	CVB-P	500	Oct-15	CWSP	ALL	\$ 112,500	Q2
Stockman Bank Magic City Soccer Tournament	LR	CVB	2500	29-Apr-16 to 1-May-16	CWSP	ALL	\$ 562,500	Q2
Hockey- Big Sky State Games Spring Events	LR	CVB-P	TBD	15 to 17 Apr- 16	SP	TBD		Q2
Curling- Big Sky State Games Spring Event	LR	CVB-P	TBD	29-Apr-16 to 1-May-16	SP	TBD		Q2
All- American Indian Shootout	LR	CVB- P	450	Mar-15	SP	BHR/ALL	\$ 101,250	Q2
Leadership Montana	LR	CVB-P	TBD	Apr-16	O	TBD		Q2
Magic City Blues	LR	CVB	TBD	5 to 7 Aug 16	CW	TBD		Q2
Q2 BOOKED EVENTS		9		Q2 ROOM NIGHTS			4,100	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKE D
Shrine I	LR	CVB-P	TBD	4 to 6 Aug- 16	O	BHCC		Q3
Shrine II	LR	CVB-P	TBD	6 to 9 Oct-16	CW	HGIM/ALL		Q3
Eastern A Divisional Basketball	LR	CVB-P	500	Mar-16	SP	BHCC	\$ 112,500	Q3
406 Duathlon	LR	CVB	50	12-Jun-16	SP	BHR	\$ 11,250	Q3
Eastern Montana Open-Billings Tennis Association	LR	CVB	30	28 to 30 May- 16	SP	DRL	\$ 6,750	Q3
Billings Fastpitch Showdown	LR	CVB	300	10 to 12 Jun- 16	CWSP	ALL	\$ 67,500	Q3
Home Builder Association	LR	CVB-P	76	22 to 23 Sep- 16	O	BHR	\$ 17,100	Q3

State Board Meeting								
All- Class State Wrestling	SR	CVB-P	6000	12 to 13 Feb- 16	CWSP	ALL	\$ 1,350,000	Q3
Kendel- Jensen Reunion	RR	CVB	50	19 to 21 Aug- 16	O	TPS	\$ 11,250	Q3
Department of Health and Human Services	NR	CVB-P	43	13 to 15 Apr- 16	O	TBD	\$ 9,675	Q3
MTMGMA Montana Medical Group Management Association	LR	CVB	125	19 to 21 Apr- 17	O	TBD	\$ 28,125	Q3
Yellowstone Art Museum Summer Fair	LR	CVB-P	TBD	10 to 11 Jul 16	O	ALL		Q3
Billings Symphony Orchestra/ Midori	LR	CVB-P	20	22-Apr- 16	O	TBD	\$ 4,500	Q3
BruiseFest 2016- Magic City Rollers	LR	CVB-P	160	13 to 14 May- 16	O	TBD	\$ 36,000	Q3
PNSA	LR	CVB-S	(150)	20-Feb- 16	O	HGIM	\$ (33,750)	Q3
Classic Car Auction	LR	CVB-P	100	6 to 7 May -16 & 27- Aug-16	O	BWCT	\$ 22,500	Q3
Billings LAX	LR	CVB-P	400	4 to 5 Jun- 16	SP	TBD	\$ 90,000	Q3
FourSquare NW District	RR	CVB-S	200	17 to 19 Oct- 16	CW	HIS, HWS, HIE	\$ 45,000	Q3
Q3 BOOKED EVENTS		16		Q3 ROOM NIGHTS			7,974	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKE D
Western Writer Association of America	RR	CVB	620	19 to 23- Jun- 2018	O	TBD	\$ 139,500	Q4

MT Society of CPA's	LR	CVB	200	Jun-17	O	BHR	\$ 45,000	Q4
Montana Academy of Physician Assistants	LR	CVB-S	(80)	15-Jun-17	O	NA	\$ (18,000)	Q4
Open Bible Church Conference	LR	CVB-S	(50)	02-Jun-17	O	NA	\$ (11,250)	Q4
Square Dancers	LR	CVB-S	(150)	2-Apr-16	O	NA	\$ (33,750)	Q4
MT JCI Senate National Conference	LR	CVB-S	(60)	18-Apr-16	O	NA	\$ (13,500)	Q4
West Coast Swing	LR	CVB-S	(40)	30-Mar-16	O	NA	\$ (9,000)	Q4
NARFE	LR	CVB-S	(50)	25-Apr-16	O	NA	\$ (11,250)	Q4
Montana Erotological Society	LR	CVB-S	(150)	6-Apr-16	O	NA	\$ (33,750)	Q4
Lori Wiggins	LR	CVB-S	(170)	2-May-16	O	NA	\$ (38,250)	Q4
PEO	LR	CVB-S	(400)	25-May-16	O	NA	\$ (90,000)	Q4
Q4 BOOKED EVENTS			2			Q4 ROOM NIGHTS		820
<u>TOTAL BOOKINGS</u>			<u>TOTAL ROOM NIGHTS</u>			<u>TOTAL ECONOMIC IMPACT</u>		
44			28,494			\$ 6,411,150		

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
MT Assoc. of Student Councils	TS	CVB	TBD	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
IUPA: Int'l Union of Police Assoc.	TS	CVB	160	Sep-16 or 17	O	CP, NH	\$ 36,000	FY14-15 Q1
Nat'l Indian Health Board Consumer Conference	NR	CVB	1180	25 to 29-Sep-18-19-20	O	CP, NH	\$ 265,500	FY14-15 Q2
NSA DaNang Association	NR	CVB	365	1-Apr-17	O	BHCC, CP, BHR, HGI, HIGM	\$ 82,125	FY14-15 Q3
ASR ARS Association	NR	CVB	295	1-Sep-16	O	BHCC, CP, BHR, HGI, HIGM	\$ 66,375	FY14-15 Q3
USS Skagit Association	NR	CVB	295	1-Sep-16	O	BHCC, CP, BHR, HGI, HIGM	\$ 66,375	FY14-15 Q3
NTCA National Telecom. Cooperative Assoc.	NR	CVB	305	15 to 17 or 22 to 24 Oct 17	O	TBD	\$ 68,625	Q1
Northwest Regional Legion Baseball	LR	CVB	TBD	Aug-17,18	CWSP	BHCC		Q2
NAWEOA- North American Wildlife Enforcement Officers Association	LR	CVB	300	Jul-19	O	TBD	\$ 67,500	Q3
Miss Teen Rodeo Gala	RR	CVB	100	TBD	O	TBD	\$ 22,500	Q3

American Association of Petroleum Geologists	RR	CVB	450	25 to 28 Jun- 17	O	TBD	\$ 101,250	Q3
Geek Tour Nations	LR	CVB	TBD	TBD	O	TBD		Q3
Western Writers Association	RR	CVB	630	1-Jun-18	O	TBD		Q3
National Grazing Lands Coalition	NR	CVB	1,200	Nov -18 /Jun 19	O	TBD		Q3
Confidential Motorcycle Group	NR	CVB	350	15 to 17 Jul- 17	O	BH,HW,HIS,HIE		Q4
USY On Wheels- United Synagogue of Conservative Judaism	P	CVB	51	July	O	TBD	\$ 11,475	Q4
Rocky Mountain Tribal Leaders Council Judicial Training	LR	CVB	80	27 to 29 Sep - 16	O	TBD	\$ 18,000	Q4
LeatherNeck Motorcycle Club Rally	LR	CVB	300	8 to 10 Jun- 17	O	BHR	\$ 67,500	Q4
District 13 Optimists Convention	LR	CVB	100	Aug-16	O	TBD	\$ 22,500	Q4
Women in Travel Summit (WITS)	NR	CVB	1000	2019	O	TBD	\$ 225,000	Q4

SITE TOURS/FAM TOURS/HOSPITALITY

NAME	ROOM NIGHTS	DATE	ACTION	QTR. TOURED
Kirstina Lana	1	Jul-15	SM Influencer	Q1
Esbeth Calendar	1	Jul-15	SM Influencer	Q1
Hike Bike Tour	2	Jul-15	Site Visit	Q1
Tuff Stuff	2	Aug-15	Site Visit	Q1
Brooke Wilson	0	10 to 14 Aug-15	SM Influencer	Q1
Mega Fam	40	18 to 20 Sep- 15	FAM Tour	Q1
OWAA	4	21 to 23 Sep- 15	Site Visit	Q1
KKT/GWRRRA	8	27 to 30 Sep- 15	Site Visit	Q1
Trev & Elaine	1	7 to 8 Jan- 15	SM Influencer	Q3
CACI	5	27 Apr- 1 May - 16	Site Visit	Q4
Confidential Group	1	4 to 5 May- 16	Site Visit	Q4
Gold Wing	3	15 to 18 May- 16	Site Visit	Q4
HelmsBriscoe	2	23 to 25 May- 16	Site Visit	Q4
WITS	2	2 to 3 Jun- 16	Site Visit	Q4
MT Society of CPA	1	27-May-16	Site Visit	Q4

CANCELLED/ LOST/ UNDETERMIND BUSINESS

NAME	REASON	YEAR	LOST TO
National Propane Gas Association	Unknowns but note: Would have wanted a hotel that operated on propane.	2017	Minneapolis
Pioneer Baseball League/ NW League. All- Star Game	Centrally Located for easier team/League travel	2016	Ogden, UT
Military Order of the World Wars	Undetermined Business	2015	Undetermined Business
PayneWest Insurance 2016 PL Summit	Better 'Entertainment'	2016	Spokane, WA
Big Sky Team Camp	Guest Cancelled	2016	N/A

INFR- Indian Nations Finals Rodeo	No availability at Metra	2017	Undetermined Business
MLHA Sales & Marketing	Undetermined	2016	Chico Hot Springs
Valley Irrigation	Undetermined	2016	Rock Creek Resort
American Express	Undetermined	2016	Boise
Syngenta Seed	Guest Cancelled	2016	N/A

MARKETING INITIATIVES/EXPOSURE/PUBLICITY	
NAME	REASON/RESULTS
Make it a Long Weekend	Promotes events and attractions and allows Visitors to customize a prize package
Gear UP	Promotes Billings as THE place to gear up and prep before you head out on your hunting excursion in Montana
Holiday Campaign	Annual holiday shopping campaign positions Billings as a place to stay a night or two and cross all the items off of the holiday shopping and event list
Winter Campaign	Make a Break for Billings
Spring Campaign	Your Spring Escape Starts Here

EVENTS ATTENDED			
NAME	LOCATION	STAFF	REASON
DMAI Annual Convention	Austin, TX	AA	Professional Training
GWRRA Wing Ding 37	Huntsville, AL	AH, AT, SC	Attendance Building
DMAI Visitor Service Summit	Salt Lake, UT	AH	VS Training
IMEX	Las Vegas, NV	SC	Tradeshaw
TAC	White Sulphur Springs, MT	AT	States Updates/ Required
Chamber/CVB Board Retreat	Red Lodge, MT	AT	Annual Strategizing
MLHA Annual Convention	Kalispell, MT	AT, SC	Represent Billings TBID & Networking
Family Travel Submit	Paradise Valley, MT	AA	Networking

Stellar Meet	Billings, MT	AA	SM Development
Smart Meetings	Colorado Springs	SC	Meeting Planner
Smart Meetings	Santa Clara, CA	SC	Meeting Planner
Cowboy Christmas	Las Vegas, NV	AA	Tradeshow
MSAE	Helena, MT	SC	Networking
DMAI	Washington DC	SC	Professional Training
Smart Meetings	Seattle, WA	SC	Meeting Planner
PNSA	Spokane, WA	AH	Attendance Building
MSAE	Helena, MT	SC	Networking
MIC	Denver, CO	SC	Tradeshow
Governor's Conference	Kalispell, MT	AA	Professional Training/ Networking
RMI	Cody, WY	SC	Tradeshow
Aspirational City Visit	Oklahoma City, OK	AA	Future Strategizing
TAC	Butte, MT	AA	State TBID and State Budget Meting

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

CITY WIDE STR REPORT- BILLINGS ROOM OCCUPANCY COMPARISON OF VALUE VS. HIGH SEASONS 2005-PRESENT

