



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
January 12th, 2017
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 – S. Mann.....8:30
II. Public Comment on Items Not Included on the Agenda
(Comments limited to three (3) minutes per speaker)
III. Approval of December 8th, 2016 Board Minutes – S. Mann - Pages 2.....ACTION
IV. Approval of December Financial & Variance Reports – M. Stevenson - Pages 3-4.....ACTION
V. New Business8:35-9:05
a. American Airlines Announcement – S. Mann/S. Wahrlich
b. AA/DFW Marketing Next Steps – A. Tyson/K. McCandless
c. ITRR Research – The Latest – Courtesy of Voices of Montana Tourism – D. Schieffer
VI. Old Business.....9:05-9:35
a. Mission 2027/Renewal Update – K. McCandless/ A. Voeltz
b. Positioning the TBID BOD FY18 – A. Tyson
c. Sports Facility Feasibility Study Grant Effort Update – S. Mann/A. Tyson
d. Leisure Market Diversification – A. Tyson
VII. PACE/Activity Report - Pages 5-14.....9:35-9:55
a. VB Team Reports
VIII. Partner Update.....9:55-10:00
a. Chamber of Commerce – M. Nelson, Board Liaison
IX. Adjournment.....ACTION

Next Meeting: Thursday, February 9, 2017

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – November 10th, 2016

Board Members Present: Ron Spence, Joe Studiner, Joyce Bratland, Steve Wahrlich, LaRell Baldwin, Art Westwood

Board Members Absent: Shelli Mann

Ex-Officio member Present: Mike Nelson

Staff Present: Alex Tyson, John Brewer, Kelly McCandless, Alyssa Voeltz, Luke Ashmore,

Others Present: Danielle Rossow with Erck Hotels

Call to Order

Ron called the meeting to order at 8:30 a.m. in the Billings Chamber of Commerce Board room.

Public Comment

Approval of Board Minutes

Request for a motion to approve the November 10th, 2016 Board Minutes

MOTION: Steve motioned to approve the minutes as amended; LaRell seconded; Motion carried

Approval of Financial and Variance Report

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

MOTION: Joyce motioned to approve the financial reports; Steve seconded; Motion carried.

New Business

2017 Legislative Session Update – Racene Friede from Tourism Matters and Glacier Country, updated the Board on important bills that can positively or negatively affect tourism.

Old Business

Air Service Visits – Steve recapped the meeting with United Airlines and informed the Board of the upcoming meeting with Alaska Airlines. Steve stressed the importance of these meetings due to creating relationships and partnerships, and showcase our marketing efforts.

Sports Facility Feasibility Study Grant Process Update – Alex updated the Board on the Sports Facility Feasibility Study granting process. She noted Laurel was applying for the same grant dollars, pushing Visit Billings to the March granting cycle.

Mission 2027/Renewal Update – Alex informed the board of the progress and challenges with the TBID Renewal. She asked for all Board support by December 15th and all hotels petitions by January 15th.

Staff Updates

A. Tyson –NAIA Update

K. McCandless – Spread the Cheer Campaign, New Blogs

A. Hall – Servicing Update

Partner Update

Mike informed the Board of the upcoming Ag Banquet on January 20th.

Steve made a motion to adjourn the meeting; Joe seconded. Meeting adjourned at 10:30 a.m.

Submitted by Alyssa Voeltz



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of December 31, 2016

Revenue over expenses is \$29,647 under budget.

Expenses are \$32,273 over budget.

- Staff Expenses are \$2,423 over budget from staffing changes.
- Administrative Expenses are \$3,998 under budget from postage. Currently, processing the visitor guide requests in-house.
- Marketing Expenses are \$33,847 over budget from the following:
 - Advertising is over budget \$746 from TBID's portion for the Agency Retainer.
 - Opportunity is \$41,161 over budget from the following:
 - Gold Wing is over budget \$35,113 for Visit Billings share of comp hotel rooms as well as the Operations Meeting that had to be hosted by the destination per GWRRA contract. Funds originally budgeted for a separate sponsorship project that looks to be cancelled, will be used to offset additional costs.
 - Outdoor Writers is \$2,062 over budget.
 - Sales Expense is under budget \$4,331 from instate sales, sales missions and site visits.
 - Tradeshows & Conventions is under budget \$1,914 for anticipated tradeshow registration fees and travel expenses.
 - Website Maintenance and Development is under budget \$3,030 due to timing of when work is performed and necessary.



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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Actual	Budget	December 2016 Actual	December 2016 Budget	2016-17 Annual Budget	December 2015 Actual
Income						
4001100 · TBID Assessments	-	-	948,704	948,126	1,733,000	896,882
4001500 · Miscellaneous Income	77	-	548	-	-	940
4001500 · NAIA Sponsorship Income	1,500	-	1,500	-	-	940
Carryover from 2015-2016	-	-	63,953	63,953	63,953	-
Total Income	1,577	0	1,014,705	1,012,079	1,796,953	898,763
Expense						
5001000 · Staff Expenses						
5007000 · Wages	21,883	20,995	147,908	144,430	270,400	129,394
5007100 · FICA Expense	1,776	1,790	10,868	11,410	22,150	9,743
5007200 · Unemployment Expense	80	375	787	2,250	4,500	1,544
5007400 · Health & Accident Expense	2,543	2,365	14,959	14,170	28,400	15,052
5007500 · Retirement Expense	1,306	1,300	8,597	8,432	16,625	4,911
5007700 · Workers Compensation Expense	145	150	845	900	1,800	905
5007800 · Staff Employment Expense	-	-	50	-	-	100
Total 5001000 · Staff Expenses	27,734	26,975	184,015	181,592	343,875	161,648
5009000 · Administrative Expenses						
5009200 · Computers	1,145	1,150	4,015	3,800	7,100	6,905
5009300 · Equipment & Repair Expense	257	250	1,534	1,500	4,500	2,579
5009500 · Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 · Meeting Expenses	929	935	7,507	7,185	11,575	2,662
5009650 · TBID Communications	-	-	6,081	6,100	6,100	78
5009700 · Office Supplies	14	277	2,706	2,142	3,780	2,242
5009750 · Postage	225	1,125	2,106	6,750	13,500	7,646
5009800 · Professional Training	995	1,000	2,166	2,050	4,900	8,578
5009850 · Legal and Accounting	550	-	625	550	12,100	3,022
5009900 · Telephone/Wireless Equipment	433	497	2,527	2,982	5,964	2,627
Total 5009000 · Administrative Expenses	4,548	5,234	31,361	35,359	71,819	38,434
5150000 · Marketing Expenses						
5151000 · Advertising	48,836	50,906	314,752	314,006	610,056	399,387
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	2,306	-	272,114	230,953	396,453	66,242
5152500 · Printed Materials	8,842	10,000	25,989	25,700	88,500	43,174
5153000 · Publicity	2,615	2,500	20,466	19,750	52,750	19,147
5154000 · Sales Expenses	15,118	16,380	35,129	39,460	138,000	99,761
5155000 · Tradeshows/Conventions	563	3,650	23,366	25,280	52,500	20,778
5156000 · Visitor Information Center	1,246	1,300	15,511	15,300	16,100	1,692
5156500 · Web Site	4,451	4,875	11,120	14,150	25,900	8,311
Total 5150000 · Marketing Expenses	83,977	89,611	718,446	684,599	1,381,259	658,492
Total Expense	116,259	121,820	933,823	901,550	1,796,953	858,574
	(114,682)	(121,820)	80,882	110,529	0	40,188

Cash	Current Month	Last Month	Last Year
Unrestricted	77,382	195,565	160,520
NAIA Tournament	3,500	-	-
Prepaid Revenue	-	-	-
Contract Reserves	-	-	-
BOD Restricted	175,000	175,000	150,000
Total Cash	255,882	370,565	310,520



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	12	11	0	0	23	0	
Room Nights	12,315	5,395			17,710	0	

VISITS FOR: visitbillings.com

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0
Actual	18,502	21,212	15,718	14,711	10,175	8,580							88,898

SERVICING

Serviced Events	Q1	Q2	Q3	Q4	TYTD
Actual	19	5	0	0	24

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	-13.4	9.1	1.9	2.3	-8.9	2.8	11.5	1.1	9.8	0.0	0.0

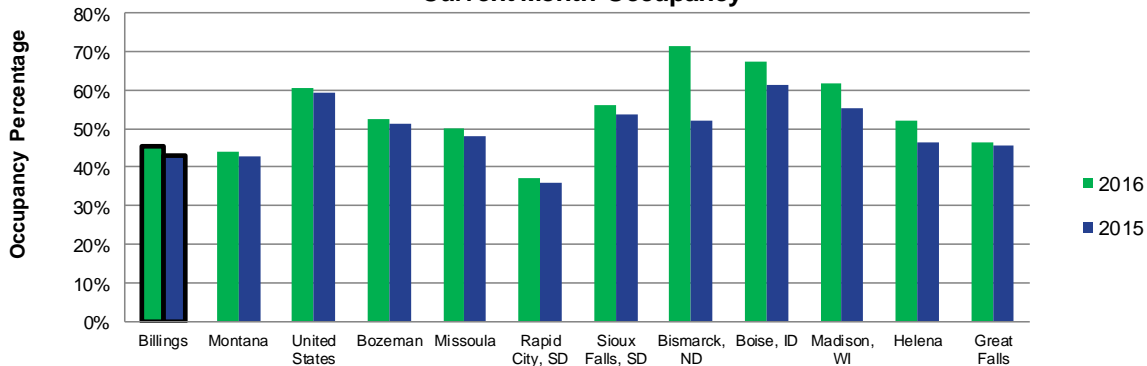
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2016	2015
Billings, MT	60.6%	61.4%
Montana	60.4%	60.7%
United States	66.7%	66.6%
Bozeman, MT	71.9%	69.2%
Missoula, MT	65.0%	63.2%
Rapid City, SD	60.4%	60.0%
Sioux Falls, SD	65.2%	64.5%
Bismarck, ND	65.9%	66.2%
Boise, ID	78.0%	73.0%
Madison, WI	68.9%	66.8%
Helena, MT	61.1%	62.8%
Great Falls, MT	59.4%	59.0%

CURRENT MONTH OCCUPANCY

November		
LOCATION	2016	2015
Billings, MT	45.4%	42.9%
Montana	43.9%	42.7%
United States	60.7%	59.3%
Bozeman, MT	52.4%	51.4%
Missoula, MT	50.2%	48.1%
Rapid City, SD	37.2%	35.8%
Sioux Falls, SD	56.2%	53.8%
Bismarck, ND	71.3%	52.1%
Boise, ID	67.3%	61.5%
Madison, WI	61.7%	55.5%
Helena, MT	52.0%	46.5%
Great Falls, MT	46.5%	45.6%

Current Month Occupancy



**ACTIVITY REPORT
FY JULY 1, 2016- JUNE 30, 2017**

BOOKED EVENTS

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Fast-Pitch Softball Tournament	LR	CVB	5,000	Jun-16	CWSP	ALL	\$ 1,125,000	Q1
Woman Stepping Forward for AG	LR	CVB	100	7-9 Sep- 16	O	BHR	\$ 22,500	Q1
MT Association of Rehabilitation (MAR)	LR	CVB	200	25-27 Oct- 17	O	NH	\$ 45,000	Q1
Rocky Mountain Tribal Leaders Council Judicial Training	LR	CVB	80	27 to 29 Sep - 16	O	NH	\$ 18,000	Q1
AAU Grand Nationals Wrestling	P	CVB	150	Jul-16	SP	NA	\$ 33,750	Q1
NAIA	P/ LR	CVB-P	4,900	Mar-17	CWSP	ALL	\$ 1,102,500	Q1
Valkyrie Riders Cruisers Club National Rally	NR	CVB	925	25-30 Jun-17	O	RL	\$ 208,125	Q1
LeatherNeck Motorcycle Club Rally	LR	CVB	300	8 to 10 Jun- 17	O	BHR	\$ 67,500	Q1
District 13 Optimists Convention	LR	CVB	100	Aug-16	O	BHR	\$ 22,500	Q1
Confidential Motorcycle Group	NR	CVB	350	15 to 17 Jul- 17	O	BHR,HW,HIS, HIE	\$ 78,750	Q1
National Indian Gaming Commission	RR	CVB	120	17-Apr-17	O	TBD	\$ 27,000	Q1



2016 Rocky Mountain Memorial Festival	LR	CVB	40	17-Dec-16	O	RHB	\$ 9,000	Q1
Lewis and Clark Trail Heritage Foundation National Conference	LR	CVB- P	250	21 to 25 Jul-17	O	DT	\$ 56,250	Q1
Q1 BOOKED EVENTS			12			Q1 ROOM NIGHTS		12,315
CSG West National 2019	NR	CVB	1400	Jul-19	O	NH, DT	\$ 315,000	Q2
PAC West 2018 Fall Conference	RR	CVB	215	Aug-18	O	TBD	\$ 48,375	Q2
Holiday Classic Basketball Tournament	LR	CVB-P	600	9 to 11Dec-16	CW	ALL	\$ 135,000	Q2
All American Native Basketball Tournament	RR	CVB-P	600	8 to 10 Dec 16	O	TBD	\$ 135,000	Q2
Elks Lodge State Convention	LR	CVB	250	27 to 29 Jul-17	CW	TBD	\$ 56,250	Q2
American Association of Petroleum Geologist	LR	CVB	900		O	DT, NH	\$ 202,500	Q2
MT State Aviation Conference	LR	CVB	575	Mar-17	O	RL	\$ 129,375	Q2
MT Historical Society Conference	LR	CVB	280	21 to 23 Sep-18	O	NH	\$ 63,000	Q2
Montana Marathon 2017	LR	CVB-P	200	17-Sep-17	SP	BWCT	\$ 45,000	Q2
BSSG Spring Sports	LR	CVB-P	350	5 to 7 May-16	SP	TBD	\$ 78,750	Q2
Eagle Rock Tours	RR	CVB-P	25	03-Aug-17	O	TBD	\$ 5,625	Q2
Q2 BOOKED EVENTS			11			Q2 ROOM NIGHTS		5,395



TOTAL BOOKINGS**TOTAL ROOM NIGHTS****TOTAL ECONOMIC IMPACT**

23

17,710

\$

3,984,750

PENDING BIDS/RFP'S

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
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	FY 15-16 Q1
NAWEOA- North American Wildlife Enforcement Officers Association	LR	CVB	300	Jul-19	O	TBD	\$ 67,500	FY 15-16 Q3
Geek Tour Nations	LR	CVB	TBD	TBD	O	TBD		FY 15-16 Q3
Women in Travel Summit (WITS)	NR	CVB	1000	2019	O	TBD	\$ 225,000	FY 15-16 Q4
Montana Fire Consortium	LR	CVB	1600	Jun 18,19, 20, 21	O	TBD	\$ 360,000	FY 16-17 Q1



ICBDA Dance Competition	NR	CVB	800	Jun-20	O	RHB	\$ 180,000	FY 16-17 Q1
GNAC Softball Championships	LR	CVB-P	TBD	2018, 2019	CWSP	TBD		FY 16-17 Q1
GNAC Basketball Championships	LR	CVB-P	TBD	2018	CWSP	TBD		FY 16-17 Q1
GNAC Woman' Soccer Championships	LR	CVB-P	TBD	2017, 2018	CWSP	TBD		FY 16-17 Q1
NCAA DII Cross Country Regionals and Nationals	LR	CVB-P	TBD	Nov-18, Nov-19, Nov-20, Nov-21	CWSP	TBD		FY 16-17 Q1
National Junior Angus Association – Leaders Engaged in Angus Development Conference (NJAA LEAD)	NR	CVB	259	2-6 Aug-17	O	TBD	\$ 58,275	FY 16-17 Q1
PAC West 2018 Fall Conference	RR	CVB	215	Aug-18	O	TBD	\$ 48,375	FY 16-17 Q2
National Council of University Research Administrators NCURA-Regional 2018	NR	CVB	600	2018	O	TBD	\$ 135,000	FY 16-17 Q2
Rotary Convention 2018	RR	CVB	600	11 to 16 Sep- 18	O	TBD	\$ 135,000	FY 16-17 Q2
Spirit Leadership Submit	NR	CVB	1272	June 2017	O	TBD	\$ 286,200	FY 16-17 Q2
Juvenile Arthritis WEST 2018	NR	CVB	1285	June/July 2018	O	TBD	\$ 289,125	FY 16-17 Q2
World Clown Association	NR	CVB	340	March 2019	O	TBD	\$ 76,500	FY 16-17 Q2

CANCELLED/ LOST/ UNDETERMIND BUSINESS

NAME	REASON	YEAR	LOST TO
National Grazing Lands Coalition	Lost	2017	Reno, NV
Department of Justice	Cancelled	2017	NA
Rocky Mountain International Round Up	Lost	2018	Kalispell, MT
CSG West National 2019	Lost	2019	Could not fit downtown
Adventure ELEVATE 2019	Lost- Lack of property support	2019	NA

SERVICING/ FACILITATION

NAME	INFORMATION ASSISTANCE <i>i.e. Convention Bags or Materials</i>	ON SITE FACILITATION	CUSTOM SERVICES	DATE	LOCATION	QTR. SERVICED
Emily- Family Reunion	30			1-Jul-16		Q1
*CACI	200		Prize Basket	14-Jul-16	CP	Q1
*2M Company Dealer Meeting	125			6-Jul-16		Q1
Family Reunion	30			15-Jul-16		Q1
*OWAA	300		Welcome Party, Billings & SEMT Tour, Transportation	14 to 18 Jul-16	RHB	Q1
*Shriners	250			1-Aug-16	RL	Q1
Dog Show	50			1-Aug-16		Q1
*Military Order of the World Wars	50			1-Aug-16		Q1
*Motor Carriers of Montana 75th Anniversary Convention	150			5-Aug-16	BHR	Q1



Joanne King-William	400			28-Sep-16		Q1	
*Class of '66 Reunion	150			08-Sep-16		Q1	
Reunion	50			08-Sep-16	NH	Q1	
MSUB- Board of Regents	85			08-Sep-16		Q1	
*GWRRA		4500	Ops Meeting, Welcome Party, Facilitation booth	Aug 29 to Sep 3- 16		Q1	
*Home Builders Association	100			21-Sep-16	RL	Q1	
MSUB- Evan O'Kelly	(18)		Swag Bags	07-Sep-16		Q1	
2017 Genealogy Conference	125			23-Sep-16		Q1	
Doll Conference	221		Separate Visitor Guide Mailing	12-Sep-16		Q1	
*US Cattleman's Association	200				RL	Q1	
NILE	(15)		Swag Bags				
Q1 SERVICED EVENTS	19		Q1 WELCOME ASSISTANCE	2,516		Q1 ON SITE FALICITATION	4,500
*Foursquare	600			14-Oct-16		Q2	
*NCAA	(35)	325	Airport Welcome, Swag Bags, Athlete tents, Hospitality Table	5-Nov-16		Q2	
*MT Farm Bureau	300		Hot Chocolate stands	12-Nov-16	NH, DT	Q2	
Rocky Mountain Tribal Council	40			5-Dec-12	BWKI	Q2	
Rocky Mountain Memorial Festival	50			12-Dec-16	RLH	Q2	
Q2 SERVICED EVENTS	5		Q2 WELCOME ASSISTANCE	990		Q2 ON SITE FALICITATION	325
TOTAL SERVICED	24		TOTAL INFORMATION ASSISTANCE i.e. Welcome Packets/Materials	3,506		TOTAL ON SITE ASSISTANCE	4,825



SITE TOURS/FAM TOURS/HOSPITALITY

NAME	ROOM NIGHTS	DATE	ACTION	QTR. TOURED
Valkyrie Motorcycle Rally	5	Jul 30 - Aug 4-16	Site Visit	Q1
Bill Clevlan	2	Aug- 28 to 29- 16	Journalist	Q1
Vietnam Site Visit	2	Sep 1 to 2- 16	Site Visit	Q1
Bobby Tanzilo	1	Sep- 3- 16	Journalist	Q1
Women in Travel Summit	2	Sep- 23-25	Site Visit	Q1
China FAM	1	Nov-1 to Nov- 2	FAM	Q2

MARKETING INITIATIVES/EXPOSURE/PUBLICITY

NAME	REASON/RESULTS
Summer Campaign	Life is more summer event line up
Gear Up For Fall	Shop, Share, and Spread Cheer
Fly Billings	Stay and Fly
Holiday Campaign	Shop Share and Spread the Cheer
Winter Regional & National Promotion	Snow much to do
Brewery	Focus on visiting the walkable brewery district

EVENTS ATTENDED

NAME	LOCATION	STAFF	REASON
Smart Meetings	Phoenix, AZ	SC	Tradeshow
Small Market Meetings	Huntsville, AL	SC	Tradeshow
NAIA Training	Kansas City, MO	AT	Training
TAC	Gardiner, MT	AT, KM	Meeting



Small Market Meetings BiG	Columbus, OH	AV	Tradeshow
Smart Meetings	Dallas, TX	SC	Tradeshow
Reunion Friendly Network	Long Beach, CA	SC	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.

SERVICING/FACILITATION: Event names that have an asterisk (*) in front of it indicate the event was previously booked by Visit Billings

ECONOMIC IMPACT FORMULA: **\$225/Room Night**

PROPERTY KEY: **RL-** Red Lion Hotel and Convention Center; **BHR-** Bighorn Resort; **DT-** DoubleTree; **HGI-** Hilton Garden Inn; **RHB-** Radisson Hotel Billings; **NH-** Northern Hotel



**FY 2016-2017
CITY WIDE STR REPORT- BILLINGS ROOM OCCUPANCY
COMPARISON OF VALUE VS. HIGH SEASONS 2005-PRESENT**

