



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
July 13th, 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 June 8th, 2017 Board Minutes – S. Mann - Page 2.....ACTION
IV. Approval of FY17 Financial & Variance Reports – M. Stevenson - Pages 3-4.....ACTION
V. Current TBID Assets – M. Stevenson
VI. Old Business.....8:40-9:40
a. CA 2017/Garth Brooks Concert Investment Follow-Up – S. Mann
Future MetraPark Concert Opportunities
Guests: Ray Massie, Marketing and Sales Director, MetraPark/ Montana Fair
Kelly Campbell, Comptroller, MetraPark
b. Visit Billings Grant Discussion – S. Mann/L. Ashmore.....ACTION
c. Destination Analysts Proposal – S. Mann/A. Tyson.....ACTION
d. Visit Billings Leisure Marketing and Sales Manager Update – A. Tyson/A. Murnion
e. Holiday Campaign Preference – A. Murnion
f. CVB and TBID Agency RFP Update – A. Tyson/S. Mann
g. FY17 Final PACE/Activity Report Review – A. Tyson/S. Cattarin
h. TBID Board Applications Reminder – S. Mann
VII. Chamber/CEO Update.....9:40-9:50
a. Chamber CEO – J. Brewer
VIII. Partner Update.....9:50-9:55
a. Chamber of Commerce – G. Hart, Board Liaison
IX. Board Comments – S. Mann.....9:55-10:00
a. Thank you, Joyce Bratland
X. Adjournment.....ACTION

Next Meeting: Thursday, August 10th.

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS MINUTES – June 8th, 2017

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

Board Members Absent:

Ex-Officio member Present: Mike Nelson

Staff Present: Alex Tyson, Kelly McCandless, Alyssa Voeltz, John Brewer, Megan Stevenson, Alyson Murnion, Luke Ashmore, Marcell Bruski, Stefan Cattarin

Others Present:

Call to Order

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

Public Comment

None.

Approval of Board Minutes

Request for a motion to approve the May 11th, 2017 Board Minutes.

MOTION: Ron motioned to approve the minutes as amended; Art seconded; Motion carried.

Approval of Financial and Variance Report

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

MOTION: LaRell motioned to approve the financial reports; Art seconded; Motion carried.

Old Business

FY18 TBID Financials – Alex broke down the TBID FY18 Budget by strategic goals for approval. She also presented the total TBID funding allocation by category for FY18 for approval by the Board of Directors.

Request for a motion to approve the FY18 TBID Financials.

MOTION: LaRell motioned to approve the financials; Art seconded; Motion carried.

TBID Executive Committee Q1 FY18 – Following a ballot election, Shell Mann was elected Chair of the Board. Ron Spence was elected Vice Chair. LaRell was elected Treasurer. This Q1 vote was necessary for interim governance prior to the Mayor appointing the next TBID Board of Directors which is to be seated October 2017.

American Airlines Inaugural Flight – John updated the Board on the success surrounding the inaugural flight celebrations and capacity.

Chamber Convention Center Task Force – John updated the Board on the Chamber's Convention Center Committee meeting regarding a convention center option in Billings.

New Business

Visit Billings Social Media & Publicity – Alyson presented Visit Billings social media channels and exposure including why Visit Billings uses which platforms and accompanying successes to the destination.

Destination Analysts (Update of Executive Call) – Alex recapped the call several Board members had with Erin from Destination Analysts regarding research options for Visit Billings. Alex informed the Board that she will have more information at the July meeting regarding project estimates. Research options will be available at that time.

Visit Billings Team Updates

K. McCandless – Summer Campaign

S. Cattarin – IPW/Convention Recruitment

A. Voeltz – TTA/VIC Summer Season/Convention Servicing

L. Ashmore – Visit Billings Mailings

Joe made a motion to adjourn the meeting; Art seconded. Meeting adjourned at 11:15 a.m.

Submitted by Alyssa Voeltz



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of June 30, 2017

Revenue over expenses is \$6,906 over budget. This carryover will be applied to the 2017-2018 budget as needed.

Revenue is \$27,799 over budget

- Assessment is over budget \$25,867. The additional funds received from the assessments were used to help offset the costs of the NAIA tournament and bid fees.
- Misc. Income is over budget \$1,932 from interest income.

Expenses are \$20,893 over budget.

- Staff Expenses are \$8,077 over budget from staffing changes.
- Administrative Expenses are \$1,727 over budget from the following:
 - Computers, Office Supplies and Telephone are under budget \$1,325.
 - Equipment Expense is \$1,141 under budget for anticipated office equipment.
 - Meeting Expenses is over budget \$2,865.
 - Postage is under budget \$3,659 from anticipated mailings.
 - Professional Training is over budget \$3,156.
 - Legal and Accounting is over budget \$2,056 from additional audit filing fees required by the state.
- Marketing Expenses are \$11,089 over budget from the following:
 - Advertising is under budget \$26,913 from leisure international. *Savings from Advertising were used to offset increases in other marketing expenses (sales expense and tradeshow/conventions).*
 - Opportunity is \$12,430 over budget from the following:
 - Gold Wing is over budget \$10,113 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 were cancelled and helped offset additional costs.
 - Outdoor Writers is \$2,062 over budget.
 - Visit Billings Grants is over budget \$3,000.
 - Opportunity is over budget \$3,037 for TBID's portion of the air service consultant (Mead & Hunt) and travel expenses for the American Airlines inaugural flight.
 - Event Opportunity is under budget \$6,547 due to timing.
 - Printed Materials is \$3,335 over budget from promotional materials and Leisure Travel/Tradeshows.
 - Publicity is under budget \$5,242 from photos.
 - Sales Expense is over budget \$11,727 from sports hospitality and convention incentives.
 - Tradeshows & Conventions is over budget \$14,929 for anticipated tradeshow registration fees and travel expenses.
 - Website Maintenance and Development is over budget \$1,885 for niche landing pages.



**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
June 2017**

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget	LAST YEAR
	Actual	Budget	June 2017	June 2017		June 2016
			Actual	Budget	Budget	Actual
Income						
4001100 · TBID Assessments	-	-	1,758,867	1,733,000	1,733,000	1,775,852
4001500 · Miscellaneous Income	117	-	1,932	-	-	1,809
Carryover from 2015-2016	-	-	63,953	63,953	63,953	74,287
Total Income	117	-	1,824,752	1,796,953	1,796,953	1,851,948
Expense						
5001000 · Staff Expenses						
5007000 · Wages	21,765	20,995	277,577	270,400	270,400	251,324
5007100 · FICA Expense	1,732	1,790	21,268	22,150	22,150	19,011
5007200 · Unemployment Expense	264	375	3,104	4,500	4,500	3,618
5007400 · Health & Accident Expense	2,992	2,405	31,079	28,400	28,400	32,228
5007500 · Retirement Expense	1,480	1,295	17,159	16,625	16,625	10,634
5007700 · Workers Compensation Expense	145	150	1,715	1,800	1,800	1,760
5007800 · Staff Employment Expense	-	-	50	-	-	230
Total 5001000 · Staff Expenses	28,377	27,010	351,952	343,875	343,875	318,805
5009000 · Administrative Expenses						
5009200 · Computers	245	1,150	6,477	7,100	7,100	14,126
5009300 · Equipment & Repair Expense	353	250	3,359	4,500	4,500	5,272
5009500 · Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 · Meeting Expenses	1,922	675	14,440	11,575	11,575	5,920
5009650 · TBID Communications	-	-	6,081	6,100	6,100	78
5009700 · Office Supplies	148	273	3,288	3,780	3,780	4,375
5009750 · Postage	3,020	1,125	9,841	13,500	13,500	19,725
5009800 · Professional Training	1,710	-	8,056	4,900	4,900	9,698
5009850 · Legal and Accounting	-	-	14,156	12,100	12,100	11,672
5009900 · Telephone/Wireless Equipment	516	497	5,755	5,964	5,964	5,704
Total 5009000 · Administrative Expenses	7,914	3,970	73,546	71,819	71,819	78,665
5150000 · Marketing Expenses						
5151000 · Advertising	9,222	38,700	583,143	610,056	610,056	792,418
5151500 · Film Recruitment	-	-	-	1,000	1,000	-
5152000 · Opportunity	65,423	65,000	408,883	396,453	396,453	258,194
5152500 · Printed Materials	6,913	3,300	91,835	88,500	88,500	139,800
5153000 · Publicity	17,035	20,750	47,508	52,750	52,750	45,273
5154000 · Sales Expenses	14,727	4,250	149,726	138,000	138,000	176,078
5155000 · Tradeshows/Conventions	11,262	-	67,429	52,500	52,500	35,712
5156000 · Visitor Information Center	299	-	16,039	16,100	16,100	13,230
5156500 · Web Site	9,038	3,375	27,785	25,900	25,900	35,101
Total 5150000 · Marketing Expenses	133,919	135,375	1,392,348	1,381,259	1,381,259	1,495,806
Total Expense	170,209	166,355	1,817,846	1,796,953	1,796,953	1,893,276
Net Income/(Loss)	(170,093)	(166,355)	6,906	0	-	(41,328)
NAIA Tournament						
4001500 · NAIA Tournament Income	-	-	87,400	-	-	-
5152000 · NAIA Tournament Expense	-	-	87,400	-	-	-
Total NAIA Tournament	-	-	-	-	-	-

Cash	Current Month	Last Month	Last Year
Unrestricted	6,906	176,998	5,657
NAIA Tournament	-	-	-
Prepaid Revenue	829,562	70,970	81,610
Contract Reserves	11,758	-	87,046
BOD Restricted *	200,000	175,000	175,000
Total Cash	1,048,226	422,968	349,313

* \$150,000 of Board Reserves was paid on 7/1/2017 for 1/2 of TBID's committed guarantee.



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD
Groups	13	11	4	14	42
Room Nights	19,415	5,320	9,850	7,315	41,900

VISITS FOR: visitbillings.com

FY-17 * Does not include WinterInBillings.com data.

	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	8,555	8,864	11,364	11,417	11,637	17,480	158,215

FY-16

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Actual	22,724	20,301	21,716	21,983	15,755	13,623	16,069	16,682	21,438	25,086	23,209	22,871	241,457

*VisitBillings.com stats show an expected decline based on refinements made to audience targeting. Digital impressions are no longer being served in local markets, lowering site traffic. In addition, we place programmatic advertising which serves ads to individuals based on behaviors online, and re-serves adjusted creative based on action taken. These two items combine to slightly lower traffic, but significantly increase the quality of the traffic measured.

SERVICING

Serviced Events	Q1	Q2	Q3	Q4	TYTD
Actual	20	6	7	18	51

ROOM DEMAND- REPORTED ON CALENDAR YEAR 2017

	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	-2.1	19.6	2.8	22.8								8.0

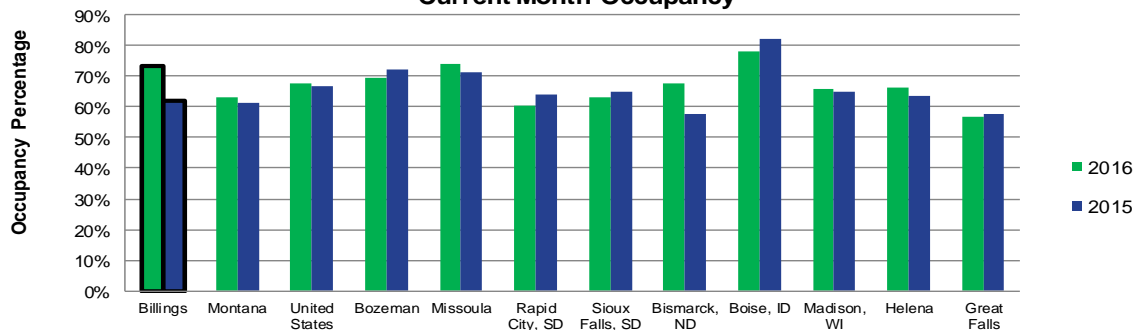
ROOM DEMAND- REPORTED ON CALENDAR YEAR 2016

	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	-8.9	-5.6	-13.4	9.0	1.2	2.3	-8.9	2.8	11.5	1.1	9.7	-3.8	-0.3

YTD OCCUPANCY			
PAST 12 MONTHS			
LOCATION	2017	2016	
Billings, MT	55.3%	52.7%	
Montana	50.4%	49.7%	
United States	63.7%	63.3%	
Bozeman, MT	62.9%	62.4%	
Missoula, MT	53.9%	54.8%	
Rapid City, SD	45.6%	46.4%	
Sioux Falls, SD	57.2%	58.0%	
Bismarck, ND	67.9%	55.3%	
Boise, ID	72.8%	73.1%	
Madison, WI	60.2%	61.6%	
Helena, MT	58.6%	54.8%	
Great Falls, MT	55.7%	53.8%	

CURRENT MONTH OCCUPANCY			
May			
LOCATION	2017	2016	
Billings, MT	73.4%	62.2%	
Montana	63.2%	61.5%	
United States	67.8%	66.8%	
Bozeman, MT	69.3%	72.3%	
Missoula, MT	74.1%	71.5%	
Rapid City, SD	60.3%	63.9%	
Sioux Falls, SD	63.0%	64.9%	
Bismarck, ND	67.7%	57.7%	
Boise, ID	78.3%	82.0%	
Madison, WI	65.7%	64.9%	
Helena, MT	66.5%	63.4%	
Great Falls, MT	56.9%	57.6%	

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	12,000	Mar-17 & 18	CWSP	ALL	\$ 2,700,000	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
Harley Owners Group (HOG)	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	NH	\$ 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			13			Q1 ROOM NIGHTS		19,415
CSG West National 2019	NR	CVB	1400	Jul-19	O	NH, DT	\$ 315,000	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	TBD	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
Youth Hockey State Tournament	LR	CVB	140	10 to 12 Mar-17	O	TBD	\$ 31,500	Q2
Eagle Rock Tours	RR	CVB-P	25	03-Aug-17	O	TBD	\$ 5,625	Q2
Q2 BOOKED EVENTS			11			Q2 ROOM NIGHTS		5,320



All- Class State Wrestling	SR	CVB-P	6000	10 to 11 Feb-17	CWSP	ALL	\$ 1,350,000	Q3
State B Combined Basketball	SR	CVB-P	1500	9 to 11 Mar-17	CWSP	ALL	\$ 337,500	Q3
Super A Divisional	LR	CVB-P	1750	22 to 25 Feb-17	CWSP	ALL	\$ 393,750	Q3
Heart and Sole Run	LR	CVB-P	600	Jun-17	SP	TBD	\$ 135,000	Q3
Q3 BOOKED EVENTS			4		Q3 ROOM NIGHTS			9,850
Native American Softball Tournament	RR	CVB-P	750	29 to 30 Jul- 17	SP	TBD	\$ 168,750	Q4
Billings Fastpitch Showdown	LR	CVB-P	440	9 to 11 Jun-17	SP	LH, HGI, SH	\$ 99,000	Q4
Big Sky Volleyfest	LR	CVB-P	850	6 to 7 May- 17	SP	ALL	\$ 191,250	Q4
Partnership Native American	LR	CVB	125	Mar/ Apr/ Jun	O	DT	\$ 28,125	Q4
Mountain Plains Museum Association	LR	CVB	600	11 to 15 Sep 2018	O	RL	\$ 135,000	Q4
NCAA DII Cross Country Regionals and Nationals	LR	CVB-P	750	Nov-18,	CWSP	ALL	\$ 168,750	Q4
NCAA DII Cross Country Regionals and Nationals	LR	CVB-P	750	Nov-20	CWSP	ALL	\$ 168,750	Q4
MT State Youth Soccer Assoc. State Cup	LR	CVB-P	500	26 to 29	CWSP	RHB	\$ 112,500	Q4
Independent Insurance Agents Assoc. of MT	RR	CVB	80	9 to 10 Oct- 17	O	DT	\$ 18,000	Q4
ABS Global	RR	CVB	80	11 to 12 Sep-17	O	RL	\$ 18,000	Q4
National Council of University Research Administrators NCURA- Regional 2018	NR	CVB	600	2018	O	DT	\$ 135,000	Q4



GNAC Woman' Soccer Championships	LR	CVB-P	160	Jul-05	SP	TBD	\$ 36,000	Q4
GNAC Softball Championships	LR	CVB-P	200	Jul-05	SP	TBD	\$ 45,000	Q4
State Track A & C	LR	CVB-P	930	May-17	CWSP	All	\$ 209,250	Q4
Trailhead Trifecta	LR	CVB-P	500	11-Jun-17, 16-Jul-17, 24-Aug-17	SP	TBD	\$ 112,500	Q4
Q4 BOOKED EVENTS		14		Q4 ROOM NIGHTS			7,315	

<u>TOTAL BOOKINGS</u>		<u>TOTAL ROOM NIGHTS</u>			<u>TOTAL ECONOMIC IMPACT</u>			
42		41,900			\$ 9,427,500			

PENDING BIDS/RFP'S

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
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
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
Montana Fire Consortium	LR	CVB	1600	Jun 18,19, 20, 21	O	TBD	\$ 360,000	FY 16-17 Q1
Adventure ELEVATE 2019	NR	CVB-P	550	May/June 2020	O	TBD	\$ 123,750	FY 16-17 Q2
National Indian Health Board (NIHM)	NR	CVB	1100	Aug- 17	O	TBD	\$ 247,500	FY 16-17 Q4



Healthcare Credit Union Leaders	LR	CVB	140	Sep- 18	O	TBD	\$ 31,500	FY 16-17 Q4
National Corn Growers Assoc	NR	CVB	75	14 to 15 Aug-17	O	TBD	\$ 16,875	FY 16-17 Q4
MHSA Annual Meeting	RR	CVB	200	19-21 Jan- 19	O	TBD	\$ 45,000	FY 16-17 Q4
MT Credit Union Association	LR	CVB	300	May-19	O	TBD	\$ 67,500	FY 16-17 Q4
Marine Corp League	LR	CVB	2000	Aug-19	O	RHB	\$ 450,000	FY 16-17 Q4
American Express Meetings	NR	CVB-P	100	21 to 25 Aug-17	O	TBD	\$ 22,500	FY 16-17 Q4
National Guard Officers & Enlisted Assoc	RR	CVB-O	200	20 to 22 Apr-18	O	TBD	\$ 45,000	FY 16-17 Q4
MT School Counselors Association	LR	CVB-O	400	Apr-19	O	TBD	\$ 90,000	FY 16-17 Q4

CANCELLED/ LOST/ UNDETERMIND BUSINESS

NAME	REASON	YEAR	LOST TO
National Grazing Lands Coalition	Lost- Billings meeting accommodations not large enough	2017	Reno, NV
Department of Justice	Cancelled	2017	NA
Rocky Mountain International Round Up	Lost- preference to W. MT	2018	Kalispell, MT
CSG West National 2019	Lost- Could not fit in preferred hotel	2019	Unknown
Juvenile Arthritis WEST 2018	Lost- Billings meeting accommodations not large enough	2018	Bellevue, WA
Rotary Convention 2018	Lost	2018	Boise, ID



PAC West 2018 Fall Conference	Lost	2018	Grouse Mountain Ranch, MT
Women in Travel Summit (WITS)	Lost	2019	Unknown
Montana Governors Conference on Tourism & Recreation	Lost- Cannot meet under one roof	2018	Big Sky, MT
Spirit Leadership Summit	Cancelled Event	2017	NA
IBCDA	Lost- no adequate space in Billings	2020	Reno, NV
National Junior Angus Association – Leaders Engaged in Angus Development Conference (NJAA LEAD)	Lost- Too large for Billings	2017	unknown
2020 Roundalab Convention	Lost- Following with ICBDA	2020	Reno, NV
Behavioral Health	Lost- No need to relocate		Tulsa, OK
World Clown Association	Lost- Air service and Weather	2019	SLC, Portland, Tuscan, or Albuquerque
IUPA: Int'l Union of Police Assoc.	Undetermined	2016	Undetermined
Assemblies of God World Missions	Lost- unknown	2017	Bozeman, MT
PayneWest- Annual Service Meeting	Lost- Concerned about cost of Air Service	2018	Coeur D'Alene, ID
NTCA National Telecom. Cooperative Assoc.	Lost	2017	
Glass Expo Rocky Mountain 2019	Lost- Lead incorrectly sent to Billings	2017	Aurora, CO
MT Municipal Interlocal Authority (MMIA)	Lost	2018	Undetermined
GNAC Basketball Championships	Lost Bid	2018	Undetermined

Republic Services 2017 Safety Banquet	Cancelled Event	2017	Cancelled Event
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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
Q1 SERVICED EVENTS	20		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
Japanese Cultural Exchange Team	15		Welcome	11-Jan-17	DT	Q2
Rosie's Tour			Assisted Tour company with activities to do in Billings.	1-Jan-17	DT	Q2
Q2 SERVICED EVENTS	6		Q2 WELCOME ASSISTANCE	1,005		Q2 ON SITE FALICITATION
						325
MATE	100		Materials for booth	3-Feb-17	RLH	Q3
*All Class State Wrestling		500	Hospitality Room	10 to 11- Feb - 17	MetraPark	Q3
*State B Combined		200	Hospitality Room	9 to 11- Mar - 17	MetraPark	Q3
*MT State Aviation Conference	500			3-Mar-17	RL	Q3
MT Library Assoc.	400			15-Mar-17	DT	Q3
*NAIA Student Athlete Experience Dinner Event	480	730	Swag bags include VG guides	14-Mar-17	RL	Q3
*NAIA		600	VIP Room	15 to 21- Mar - 17	MetraPark	Q3



*NAIA Airport		320	Greet Teams at Airport			
Q3 SERVICED EVENTS	7		Q3 WELCOME ASSISTANCE	1,480	Q3 ON SITE FALICITATION	2,550
*Model T Ford	60			31-Mar-17		Q4
Dan Wagner	300			3-Apr-17		Q4
Big Sky VolleyFest	200		Bags, Water Bottles, Visitor Guides	5-May-17		Q4
Leif Welhaven	100			24-Apr-17		Q4
NIGP	80			18-Apr-17		Q4
*Critical Incident Conference	125			8-May-17		Q4
AA Conference	400			16-May-17		Q4
*AVA	450			16-May-17		Q4
*National Governors' Conference	100			16-May-17	DT	Q4
*LetherNecks	150			5-Jun-17	RL	Q4
*LMA	100			7-Jun-17	RL	Q4
American Legion	350			16-Jun-17	RL	Q4
*AAPG	450			16-Jun-17	DT/ NH	Q4
Wedding	70			16-Jun-17	DT/ NH	Q4
Doris Cole	80			26-Jun-17	DT/ NH	Q4
*Valkyrie	150	200		26-Jun-17	RL	Q4



State Track A & C	100		Hospitality Assistance	5-May-17		Q4
*Northern Plains Conference	100			30-Jun-17		Q4
Q4 SERVICED EVENTS	18		Q4 WELCOME ASSISTANCE	3,365	Q4 ON SITE FALICITATION	200
TOTAL SERVICED		TOTAL INFORMATION ASSISTANCE			TOTAL ON SITE ASSISTANCE	
		i.e. Welcome Packets/Materials				
51		8,366			7,575	

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
MPMA	2	Apr - 4 to Apr 6	Site Visit	Q4
NCURA	2	Apr -18 to Apr 19	Site Visit	Q4
ICDBA	2	Apr- 20 to Apr 21	Site Visit	Q4
RMI	3	May 8- May 10	FAM	Q4
Brand USA- Japanese Journalist	3	May 17- May 19	FAM	Q4
MT School Counselors	1		Site Visit	Q4



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
Spring Campaign	Let the Trail Lead you to an Action Packed Spring Getaway! (Regional Campaign)
Summer Campaign	Your Ticket to Summer in Billings: regional campaign promoting events and other attractions as reasons to visit Billings this summer. Includes strong social component and weekly giveaways.

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
MSAE Luncheon	Helena, MT	SC	Event Sponsor
Chicago Travel and Adventure Show	Chicago, IL	AT	Tradeshow



Go West Summit	Reno, NV	SC	Tradeshow
Travel and Adventure Leisure Show	Denver, CO	SC	Tradeshow
Travel and Adventure Leisure Show	Dallas, TX	KM	Tradeshow
Adventure Elevate Conference	Coeur D' Alene, ID	SC	Tradeshow
Smart Meetings	Denver, CO	SC	Tradeshow
RMI/ IRU	Bismarck, ND	SC	Tradeshow
TAC Meeting	Havre, MT	AT, AV, AM	Meeting
IPW	Washington DC	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.

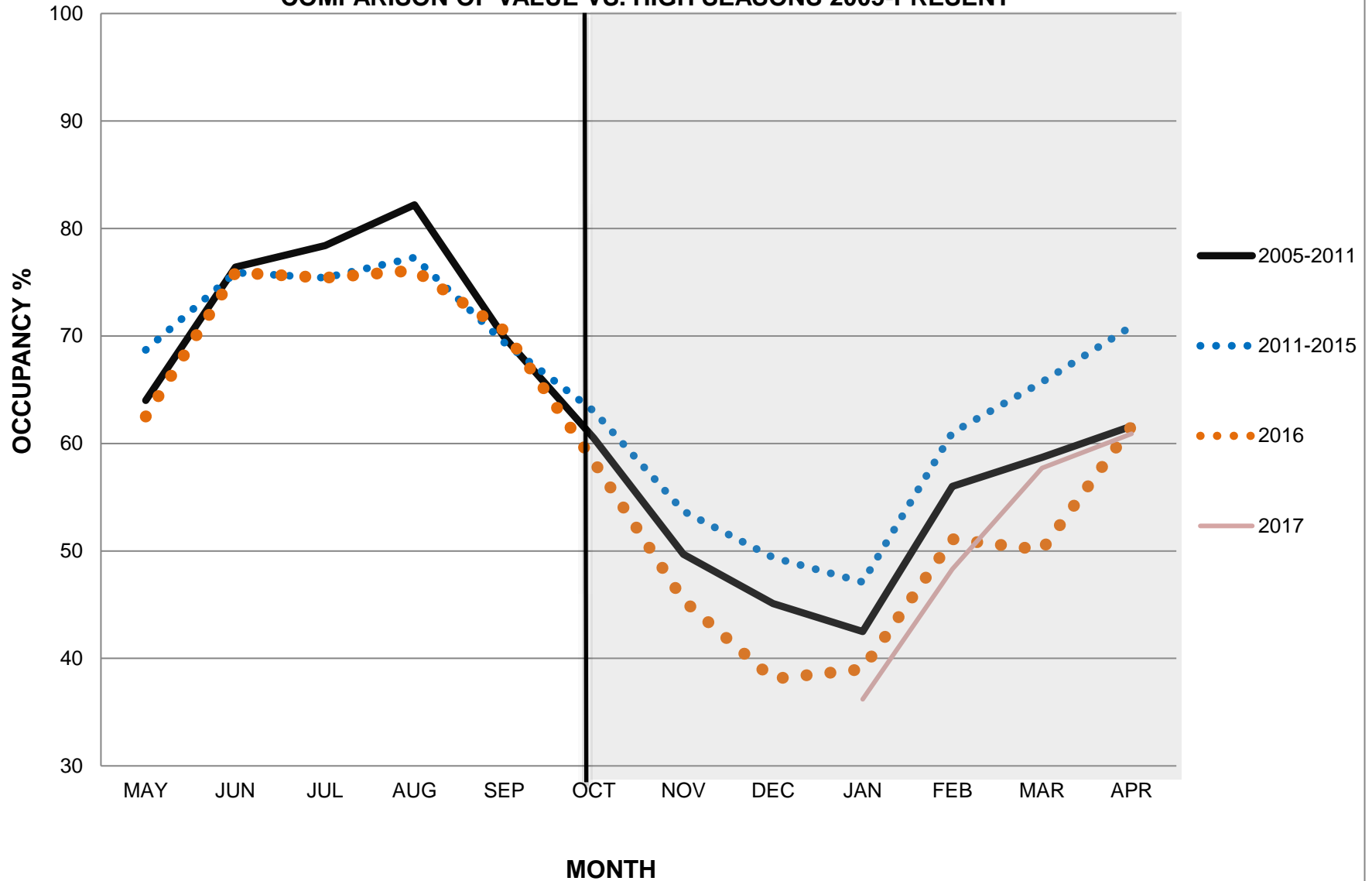
SERVICING/FACILITATION: Event names that have an asterisk (*) in front of it indicate the event was previously booked by Visit Billings

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**



NAIA ACTIVITY REPORT March 14 - 21, 2017

Servicing Summary

Marketing

Visit Billings was charged with all marketing and promotion efforts of the Wells Fargo NAIA DI Women's Basketball National Championship. Working closely with AD Creative Group, staff executed a wildly successful campaign that included digital and print placements, billboards and other signage.

Business Engagement

Visit Billings created an essential toolkit to assist area businesses in gearing up for this major sporting event. It defined the importance of the tournament to the community and offered ways to get involved. With this toolkit Visit Billings also delivered posters and 'flare' buttons to frontline staff so visitors felt welcomed.

Airport Welcome

The Visit Billings team made it a priority to welcome each incoming team at the airport. This showcased the city's excitement, facilitation offerings and true Montana hospitality. Each team received Visit Billings buffs and NAIA hotel room signs.

Student Athlete Experience Dinner Event

Visit Billings played major roles throughout the NAIA tournament but a significant part of facilitation was to host a dinner event for the student athletes. This element was crucial in creating excitement around the athletes and tournament as a whole.

Champions of Character

Visit Billings coordinated with officials from 30 Billings elementary schools, high schools, and afterschool programs to ensure that 32 NAIA teams were able to share the importance of character, values and community involvement. This program was vital in getting the athletes in front of area youth.

Social Media

Visit Billings understands the importance of social media in today's society. We used Facebook, Twitter, and some Instagram to promote the tournament beginning in early 2017. Through these platforms and hashtags Visit Billings was able to reach thousands of people while gaining exposure for our incredible community.

Sponsorship

Visit Billings staff were the lead team on sponsorship sales and honorary coaching offerings. Together with members of the NAIA Tournament Committee, the team executed meetings to garner financial support.

Hotel Placement

Visit Billings was responsible for sourcing host hotels for 31 NAIA teams, NAIA officials, tournament staff and media totaling more than 2,000 hotel room nights. We worked in tandem with multiple hotels to establish negotiated rates for teams and family/fans traveling to Billings.



Student Athlete Experience Dinner Event- Details

Sponsor: Red Lion Hotel and Convention Center

Visit Billings Swag
Bags

Total 480 Bags

Attendance

Total 730

Champions of Character- Details

Champions of Character provides training for student-athletes and professional development for coaches and staff. The values of integrity, respect, responsibility, sportsmanship and servant leadership are put into play and accounted for at **NAIA** schools.

- 32 Teams visited a total of 30 Elementary, High School, and afternoon school programs.
- 4,623 Students were impacted by this program

Social Media- Details

Twitter

March Twitter numbers

Tweet Impressions	38.3 K
Profile Visits	1,450
Mentions	29
New Followers	55

Engagements during Tournament

Retweets	69
Likes	190
Clicks	15

Facebook

Tournament Prep

Organic Reach	27,972
---------------	--------

Facebook Event

Reach	24,360
Responses	800

Engagements during Tournament

Likes	56
Average Reach	1742
Page Views	67

Instagram



*Follower Gain 58

* Please note we are unable to specify if this was impacted by the NAIA Tournament. This platform was not beneficial for the Tournament

BILLINGS ROOM DEMAND 2005-PRESENT

