



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 8th, 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 May 13th, 2017 Board Minutes – S. Mann - Pages 2-3.....ACTION
IV. Approval of May Financial & Variance Reports – A. Tyson - Pages 4-5.....ACTION
V. Old Business.....8:35-9:05
a. FY18 TBID Financials – S. Mann.....ACTION
b. TBID Executive Committee Q1 FY18 – A. Tyson.....ACTION
c. American Airlines Inaugural Flight – A. Tyson
d. Chamber Convention Center Task Force – S. Wahrlich/ J. Brewer
VI. New Business.....9:05-9:35
a. Visit Billings Social Media & Publicity
i. Presentation – A. Murnion
b. Destination Analysts (Update of Executive Call) – S. Mann
VII. Visit Billings Team Updates.....10:10-10:20
a. IPW/Convention Recruitment – S. Cattarin
b. Summer Campaign – K. McCandless
c. TTA/VIC Summer Season/Convention Servicing – A. Voeltz
d. Visit Billings Mailings – L. Ashmore
VIII. Partner Update.....10:20-10:25
a. Chamber of Commerce – M. Nelson, Board Liaison
IX. Board Comments.....10:25-10:30
X. Adjournment.....ACTION

Next Meeting: Thursday, July 13th.

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS
MINUTES – May 11th, 2017

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

Board Members Absent: LaReil Baldwin

Ex-Officio member Present: Mike Nelson

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

Others Present: Ginny Hart with Residence Inn, Steve Arveschoug with Big Sky EDA, Patrick Klugman With Big Sky EDA, Katy Easton With Big Sky EDA, Dianne Lehm with Big Sky EDA

Call to Order

Shelli 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 April 13th, 2017 Board Minutes

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

Old Business

AA DFW/BIL Inaugural Flight Update – Kelly informed the Board that we are in the final stages of the Marketing Plan for the American Airlines flights. She mentioned the great local and regional marketing Big Sky EDA has been working on. Marcell also informed the Board on the Inaugural Flight Celebration taking place on Friday, June 2nd. John stated that City Council will be approving the American Airlines Contract on May 22nd.

2017-2018 Visit Billings Marketing Plan & Budget – Alex updated the Board on the FY18 Budget. She walked through Visit Billings strategic goals per Board direction during the April TBID Meeting, as well as the TBID and CVB Budgets.

Sports Facility Feasibility Study: Grant Application Update – Alex informed the Board on the progress being made with the Sports Feasibility Study. She mentioned the interview for the grant is on Friday, May 12th.

New Business

Visit Billings: Meetings & Conventions Recruitment – Stefan discussed his Sales Pieces, the events he attends and why they are important, including the importance of sponsorships and advertising in publications. He also talked about the effectiveness of Site Visits to Billings.

NAIA 2019 Contract (2017 recap) – Alex updated the Board on the 2017 NAIA tournament. She then discussed the 2019 opportunity.

Request for a motion to move forward with NAIA 2019 as the financial backer and \$30,000 bid fee.

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

TBID Executive Committee Q1 FY18 – Alex informed the Board that at the June 12th meeting, the Board will need to vote on an Executive Committee for quarter one of fiscal year 18.



Special Presentations

Coulson Park Master Planning – Special Guest: Steve Arveschoug of Big Sky Economic Development gave a presentation on the Coulson Park area. He asked for TBID’s support for the feasibility study grant.

Request for a motion to support the feasibility study grant in the amount of \$5,000.

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

Staff Updates

A. Voeltz – TTA Update

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

Submitted by Alyssa Voeltz



FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of May 31, 2017

Revenue over expenses is \$10,643 over budget.

Revenue is \$27,682 over budget from interest income & assessments. The additional funds received from the assessments were used to help offset the costs of the NAIA tournament and bid fees.

- *Please note that there is still an outstanding balance of \$40,040 that has not yet been paid to the County for assessments and property taxes. Staff is working with the City to monitor payments and will provide updates.*

Expenses are \$17,039 over budget.

- Staff Expenses are \$6,710 over budget from staffing changes.
- Administrative Expenses are \$2,217 under budget from the following:
 - Equipment Expense is \$1,244 under budget for anticipated office equipment.
 - Meeting Expenses is over budget \$1,618.
 - Postage is under budget \$5,555 from anticipated mailings. Visitor Guides are now being processed with MTS due to increase in demand.
 - Professional Training is over budget \$1,446.
 - Legal and Accounting is over budget \$2,056 from additional audit filing fees required by the state.
- Marketing Expenses are \$12,546 over budget from the following:
 - Advertising is over budget \$2,566.
 - Opportunity is \$12,007 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 \$2,614 for TBID's portion of the air service consultant (Mead & Hunt).
 - Event Opportunity is under budget \$6,547 due to timing.
 - Printed Materials is \$278 under budget.
 - Sales Expense is over budget \$1,249 from sports hospitality.
 - Tradeshows & Conventions is over budget \$3,668 for anticipated tradeshow registration fees and travel expenses.
 - Website Maintenance and Development is under budget \$3,777 due to timing of when work is performed and necessary.



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

	CURRENT MONTH		YEAR TO DATE		2016-17 Annual Budget	LAST YEAR
	Actual	Budget	May 2017 Actual	May 2017 Budget		May 2016 Actual
Income						
4001100 · TBID Assessments	-	-	1,758,867	1,733,000	1,733,000	1,775,852
4001500 · Miscellaneous Income	107	-	1,815	-	-	1,698
Carryover from 2015-2016	-	-	63,953	63,953	63,953	-
Total Income	107	-	1,824,635	1,796,953	1,796,953	1,777,550
Expense						
5001000 · Staff Expenses						
5007000 · Wages	22,081	20,995	255,812	249,405	270,400	229,196
5007100 · FICA Expense	1,765	1,790	19,536	20,360	22,150	17,382
5007200 · Unemployment Expense	313	375	2,841	4,125	4,500	3,362
5007400 · Health & Accident Expense	2,529	2,365	28,087	25,995	28,400	29,577
5007500 · Retirement Expense	1,575	1,295	15,679	15,330	16,625	9,710
5007700 · Workers Compensation Expense	145	150	1,570	1,650	1,800	1,608
5007800 · Staff Employment Expense	-	-	50	-	-	200
Total 5001000 · Staff Expenses	28,407	26,970	323,575	316,865	343,875	291,034
5009000 · Administrative Expenses						
5009200 · Computers	245	250	6,232	5,950	7,100	9,167
5009300 · Equipment & Repair Expense	333	250	3,006	4,250	4,500	4,968
5009500 · Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 · Meeting Expenses	699	485	12,518	10,900	11,575	5,030
5009650 · TBID Communications	-	-	6,081	6,100	6,100	78
5009700 · Office Supplies	30	273	3,140	3,507	3,780	4,212
5009750 · Postage	1,250	1,125	6,820	12,375	13,500	18,622
5009800 · Professional Training	1,375	-	6,346	4,900	4,900	10,801
5009850 · Legal and Accounting	1,005	550	14,156	12,100	12,100	10,572
5009900 · Telephone/Wireless Equipment	513	497	5,239	5,467	5,964	4,937
Total 5009000 · Administrative Expenses	5,451	3,430	65,632	67,849	71,819	70,482
5150000 · Marketing Expenses						
5151000 · Advertising	13,951	11,750	573,922	571,356	610,056	736,780
5151500 · Film Recruitment	-	-	-	1,000	1,000	-
5152000 · Opportunity	795	2,500	343,460	331,453	396,453	155,159
5152500 · Printed Materials	12,648	11,700	84,922	85,200	88,500	82,046
5153000 · Publicity	5,058	5,250	30,472	32,000	52,750	33,518
5154000 · Sales Expenses	3,616	6,000	134,999	133,750	138,000	145,447
5155000 · Tradeshow/Conventions	10,415	7,750	56,168	52,500	52,500	26,925
5156000 · Visitor Information Center	135	600	15,740	16,100	16,100	3,813
5156500 · Web Site	423	1,250	18,747	22,525	25,900	19,708
Total 5150000 · Marketing Expenses	47,042	46,800	1,258,430	1,245,884	1,381,259	1,203,396
Total Expense	80,900	77,200	1,647,637	1,630,598	1,796,953	1,564,912
Net Income/(Loss)	(80,793)	(77,200)	176,998	166,355	-	212,638

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	176,998	257,791	415,521
NAIA Tournament	-	-	-
Prepaid Revenue	70,970	-	-
Contract Reserves	-	-	-
BOD Restricted	175,000	175,000	150,000
Total Cash	422,968	432,791	565,521



GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD
Groups	13	13	4	9	39
Room Nights	19,415	5,550	9,850	5,055	39,870

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		140,735

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	8	41

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	19.7	2.8									4.3

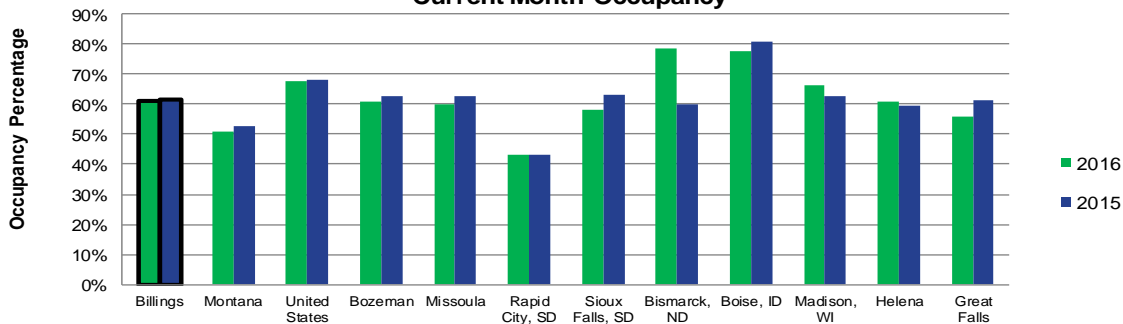
ROOM DEMAND- REPORTED ON CALENDAR YEAR 2016

	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	-11.3	-6.9	-15.1	9.1	1.9	2.3	-8.9	1.0	9.5	-0.7	5.6	-7.0	-1.7

YTD OCCUPANCY			
PAST 12 MONTHS			
LOCATION	2017	2016	
Billings, MT	50.6%	50.2%	
Montana	46.9%	46.5%	
United States	62.7%	62.4%	
Bozeman, MT	61.2%	59.8%	
Missoula, MT	48.8%	50.5%	
Rapid City, SD	41.5%	41.9%	
Sioux Falls, SD	55.7%	56.3%	
Bismarck, ND	67.8%	54.7%	
Boise, ID	71.3%	70.9%	
Madison, WI	58.7%	60.7%	
Helena, MT	56.5%	52.2%	
Great Falls, MT	55.4%	52.9%	

CURRENT MONTH OCCUPANCY			
April			
LOCATION	2017	2016	
Billings, MT	60.9%	61.6%	
Montana	50.9%	52.9%	
United States	67.5%	68.0%	
Bozeman, MT	60.8%	62.7%	
Missoula, MT	60.1%	62.6%	
Rapid City, SD	43.3%	43.2%	
Sioux Falls, SD	58.2%	63.1%	
Bismarck, ND	78.6%	60.0%	
Boise, ID	77.6%	80.9%	
Madison, WI	66.5%	62.6%	
Helena, MT	61.0%	59.7%	
Great Falls, MT	55.8%	61.2%	

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
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	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
Republic Services 2017 Safety Banquet	NR	CVB	15	11-Mar-17	O	TBD	\$ 3,375	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		13		Q2 ROOM NIGHTS			5,550	
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	CWSP	TBD	\$ 168,750	Q4
Billings Fastpitch Showdown	LR	CVB-P	150	9 to 11 Jun- 17	CWSP	ALL	\$ 33,750	Q4
Big Sky Volleyfest	LR	CVB-P	850	6 to 7 May- 17	CWSP	ALL	\$ 191,250	Q4
Partnership Native American	LR	CVB	125	Mar/ Apr/ Jun	O	TBD	\$ 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	1000	Nov-18,	CWSP	ALL	\$ 225,000	Q4
NCAA DII Cross Country Regionals and Nationals	LR	CVB-P	1000	Nov-20	CWSP	ALL	\$ 225,000	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



Q4 BOOKED EVENTS	9	Q4 ROOM NIGHTS	5,055
TOTAL BOOKINGS	TOTAL ROOM NIGHTS		TOTAL ECONOMIC IMPACT
39	39,870		\$ 8,970,750

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
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
Montana Fire Consortium	LR	CVB	1600	Jun 18,19, 20, 21	O	TBD	\$ 360,000	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 Council of University Research Administrators NCURA-Regional 2018	NR	CVB	600	2018	O	TBD	\$ 135,000	FY 16-17 Q2
Adventure ELEVATE 2019	NR	CVB-P	550	May/June 2020	O	TBD	\$ 123,750	FY 16-17 Q2
World Clown Association	NR	CVB	340	Mar-19	O	TBD	\$ 76,500	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
MT Municipal Interlocal Authority (MMIA)	LR	CVB	180	7 to 9 Mar- 18	O	TBD	\$ 40,500	FY 16-17 Q4
American Express Meetings	NR	CVB-P	100	21 ro 25 Aug- 17	O	TBD	\$ 22,500	FY 16-17 Q4
Glass Expo Rocky Mountain 2019	NR	CVB-P	365	15 to 18 Jan- 19	O	TBD	\$ 82,125	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
ABS Global	RR	CVB-O	80	11 to 12 Sep- 17	O	TBD	\$ 18,000	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
Republic Services 2017 Safety Banquet	Cancelled Event	2017	Cancelled Event

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
Roises 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			VIP Room	15 to 21-Mar-17	MetraPark	Q3
NAIA Airport			Greet Teams at Airport			
Q3 SERVICED EVENTS	7		Q3 WELCOME ASSISTANCE	1,480	Q3 ON SITE FALICITATION	1,430
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
Q4 SERVICED EVENTS	8		Q4 WELCOME ASSISTANCE	1,715	Q4 ON SITE FALICITATION	-
TOTAL SERVICED		TOTAL INFORMATION ASSISTANCE		TOTAL ON SITE ASSISTANCE		
		i.e. Welcome Packets/Materials				
41		6,716		6,255		

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

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)

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

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.

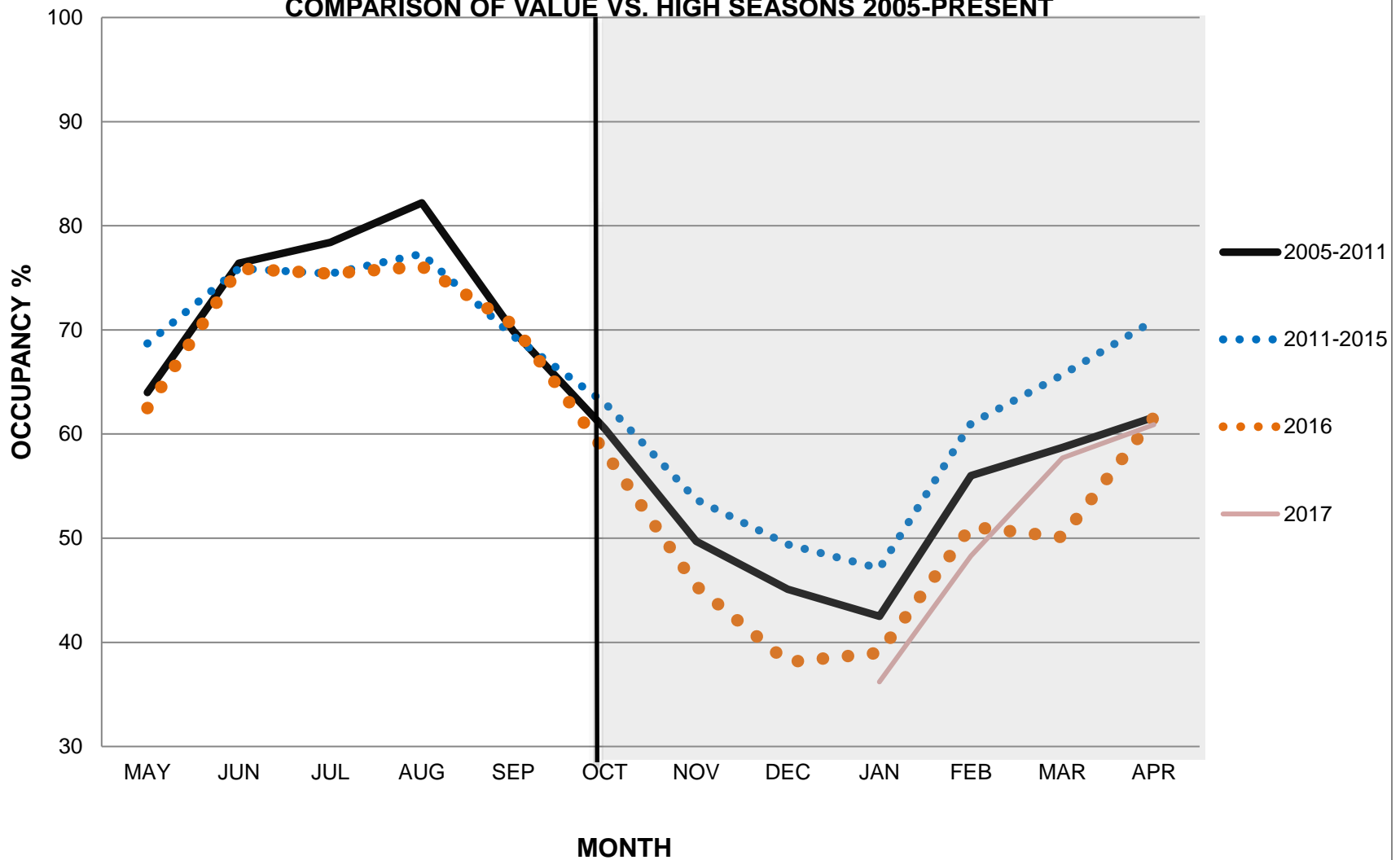
SERVICING/FACILITATION: Event names that have an asterisk (*) in front of it indicate the event was previously booked by Visit Billings

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
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Facebook Event

Reach	24,360
Responses	800

Engagements during Tournament

Likes	56
Average Reach	1742
Page Views	67



Instagram

*Follower Gain	58
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* 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

