



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

**TOURISM BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
February 8<sup>th</sup>, 2018  
BILLINGS CHAMBER BOARD ROOM – 8:30 AM**

*Other than the meeting start 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 – R. Spence, Chairman.....8:30
- II. Public Comment – Comments offered regarding items not included on the agenda  
(Comments limited to three (3) minutes per speaker)
  - a. Introductions: Mayor Bill Cole, City of Billings
- III. Approval of January Board Meeting Minutes – R. Spence – Page 2.....ACTION
- IV. Approval of January Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 3-5.....ACTION
- V. Quarterly Reporting Changes – M. Stevenson
- VI. New Business.....8:40-9:10
  - a. Visit Billings Grant Program 2.0 – A. Voeltz.....ACTION
  - b. Don't Miss the Bus – S. Cattarin
    - i. *Update on ABA and Tour Recruitment Efforts*
  - c. Micro America Debut – A. Murnion
- VII. Old Business.....9:10-9:40
  - a. Upcoming Travel & Adventure Shows – A. Murnion
  - b. RFP for Creative Services Update – A. Murnion
  - c. Convention Center Conversations; Follow Up from January Work Session – R. Spence
    - i. Hammes Company Term – J. Brewer.....ACTION
  - d. TBID Board Vacancy – A. Tyson
  - e. FY19 Marketing and Budgeting Preps – A. Tyson
  - f. NAIA Tournament Update – A. Tyson
  - g. USS Billings Latest – R. Spence
- VIII. Partner Update.....9:40-9:45
  - a. Chamber of Commerce – G. Hart, Chamber Board/TBID Board Liaison
- IX. Board Comments.....9:45-9:55
- X. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: March, 8<sup>th</sup> 2018



*Managed by the Billings Chamber*

**BOARD OF DIRECTORS**  
**MINUTES –January 11, 2018**

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**Board Members Present:** Ron Spence, Brian Arneson, Shelli Mann, Joe Studiner, Steve Wahrlich, and George Maragos

**Board Members Absent:**

**Ex-Officio Member Present:** Ginny Hart

**Staff Present:** Alex Tyson, Alyssa Voeltz, Megan Stevenson, Dan Brooks, Alyson Murnion, Stefan Cattarin, Luke Ashmore, John Brewer

**Others Present:**

**Call to Order**

Ron called the meeting to order at 8:30 a.m.

**Public Comment**

Jessica Hart, Chamber Events Manager, invited the Board to be a part of the 2018 Chamber of Commerce Ag Appreciation Banquet on January 19, 2019.

**Approval of Board Minutes**

Request for a motion to approve the December 14th, 2017 Board Minutes.

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

**Approval of Financial & Variance Reports**

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

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

**PACE/Activity Report**

Alex gave a brief overview of the pace and activity to the Board.

**Partner Update**

Chamber of Commerce – John updated the Board on the American Airlines progress. He reiterated there was no payment for the first quarter (June- August) but partners will owe \$250,000 for the second quarter (September – December).

**Board Comments**

Steve made a motion to adjourn the meeting; Brian seconded. Meeting adjourned at 9:00 a.m.

Submitted by Alyssa Voeltz

## FINANCIAL STATEMENT VARIANCE REPORT

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### TBID Board of Directors As of January 31, 2018

Revenue over expenses is \$185,025 over budget.

Revenue is \$128,378 over budget from assessments and interest income of which:

- *\$44,550 was from assessments that were outstanding from the previous fiscal year. A portion of these have been allocated.*
- *The FY18 assessments are over budget \$83,141, but there is still a balance of \$23,662 (1 property) that still outstanding, staff will continue to monitor payments.*

Expenses are \$56,647 under budget.

- Staff Expenses are \$10,235 under budget from staffing changes. *Savings from staff expenses from the past six months are being used to increase leisure marketing efforts.*
- Administrative Expenses are \$4,929 under budget.
  - Computers and Equipment is over budget \$702.
  - Meeting items are under budget \$872.
  - Office Supplies and Postage are under budget \$3,187.
  - Professional Training is \$217 under budget.
  - Legal & Accounting is under budget \$1,517 from audit costs.
- Marketing Expenses are \$41,483 under budget from the following:
  - Advertising is over budget \$6,764 TBID's portion of the agency advertising retainer.
  - Opportunity is under budget \$39,836 due to the refund received from AD Creative for the overbilling of Adwords.
  - Printed Materials are under budget \$691 from promotional materials timing.
  - Publicity is under budget \$1,925 for the TTA program and inroom preps.
  - Sales Expenses are over budget \$3,176 from the AA-DFW promotion.
  - Tradeshows is under budget \$3,008 due to timing of reimbursements of anticipated travel/registrations expenses for upcoming travel shows.
  - Website is \$5,989 under budget due to timing of when work is performed and necessary.



**Tourism Business Improvement District  
Profit & Loss  
Budget vs. Actual  
January 2018**

	CURRENT MONTH		YEAR TO DATE		2017-18 Annual Budget	LAST YEAR
	Actual	Budget	Jan 2018 Actual	Jan 2018 Budget		Jan 2017 Actual
<b>Income</b>						
4001100 - TBID Assessments	70,051	-	1,862,642	1,735,000	1,735,000	1,735,115
4001500 - Miscellaneous Income	102	-	736	-	-	613
Carryover from 2016-2017	-	-	-	-	6,906	63,953
<b>Total Income</b>	<b>70,153</b>	<b>0</b>	<b>1,863,378</b>	<b>1,735,000</b>	<b>1,741,906</b>	<b>1,799,681</b>
<b>Expense</b>						
<b>5001000 - Staff Expenses</b>						
5007000 - Wages	22,579	21,568	175,525	183,530	291,372	169,503
5007100 - FICA Expense	1,687	1,786	12,411	13,548	22,438	12,602
5007200 - Unemployment Expense	543	350	1,155	2,450	4,202	1,299
5007400 - Health & Accident Expense	2,606	2,564	18,409	17,756	30,736	17,752
5007500 - Retirement Expense	1,812	1,782	11,848	12,339	20,370	10,123
5007700 - Workers Compensation Expense	140	135	985	945	1,620	990
5007800 - Staff Employment Expense	-	-	-	-	-	50
<b>Total 5001000 - Staff Expenses</b>	<b>29,367</b>	<b>28,185</b>	<b>220,334</b>	<b>230,568</b>	<b>370,738</b>	<b>212,319</b>
<b>5009000 - Administrative Expenses</b>						
5009200 - Computers	987	550	7,601	6,899	14,462	4,352
5009300 - Equipment & Repair Expense	300	250	3,681	3,250	4,500	1,813
5009500 - Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 - Meeting Expenses	843	1,013	5,688	6,561	11,825	8,360
5009650 - TBID Communications	64	-	4,528	4,500	16,600	6,081
5009700 - Office Supplies	28	208	1,922	2,740	3,780	2,843
5009750 - Postage	119	895	3,746	6,115	10,000	2,224
5009800 - Professional Training	255	-	6,784	7,000	10,500	2,310
5009850 - Legal and Accounting	343	-	12,133	13,650	14,750	2,921
5009900 - Telephone/Wireless Equipment	401	498	3,394	3,486	5,976	3,295
<b>Total 5009000 - Administrative Expenses</b>	<b>3,340</b>	<b>3,414</b>	<b>51,572</b>	<b>56,501</b>	<b>94,693</b>	<b>36,292</b>
<b>5150000 - Marketing Expenses</b>						
5151000 - Advertising	25,291	26,834	407,771	401,007	595,875	458,661
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	(29,379)	7,000	31,564	71,400	270,000	275,667
5152500 - Printed Materials	870	900	14,134	14,825	44,700	32,785
5153000 - Publicity	18,750	19,050	69,575	71,500	124,750	19,878
5154000 - Sales Expenses	3,972	3,700	38,926	35,750	137,500	35,442
5155000 - Tradeshows/Conventions	4,026	4,650	34,397	37,405	69,250	27,236
5156000 - Visitor Information Center	1,524	650	2,525	2,500	7,500	15,605
5156500 - Web Site	606	1,250	7,737	13,725	25,900	12,648
<b>Total 5150000 - Marketing Expenses</b>	<b>25,661</b>	<b>64,034</b>	<b>606,629</b>	<b>648,112</b>	<b>1,276,475</b>	<b>877,923</b>



<b>Total Expense</b>	<u>58,368</u>	<u>95,633</u>	<u>878,534</u>	<u>935,181</u>	<u>1,741,906</u>	<u>1,126,534</u>
	<u>11,785</u>	<u>(95,633)</u>	<u>984,844</u>	<u>799,819</u>	<u>0</u>	<u>673,147</u>

\*\* Increase in TBID Assessments due to receiving outstanding assessments from prior fiscal year.

<b>NAIA Tournament</b>	<b>Month</b>	<b>YTD</b>
NAIA Tournament Revenue	4,000	10,902
NAIA Tournament Expense	<u>234</u>	<u>2,603</u>
<b>Total NAIA Tournament</b>	<u>3,766</u>	<u>8,300</u>

<b>MTOTBD Air Service Grant:</b>	<b>Month</b>	<b>YTD</b>
Air Service Grant Revenue	-	50,000
Air Service Grant Expense	<u>-</u>	<u>50,000</u>
<b>Total NAIA Tournament</b>	<u>-</u>	<u>-</u>

<b>Cash</b>	<b>Current Month</b>	<b>Last Month</b>	<b>Last Year</b>
Unrestricted	955,791	943,771	671,147
NAIA Tournament	8,300	4,533	4,088
Unearned Revenue	9,286	-	-
Contract Reserves	-	-	-
BOD Restricted	<u>50,000</u>	<u>50,000</u>	<u>175,000</u>
<b>Total Cash</b>	<u>1,023,376</u>	<u>998,305</u>	<u>850,235</u>





**VISIT BILLINGS PACE REPORT  
JULY 1, 2017 - JUNE 30, 2018**

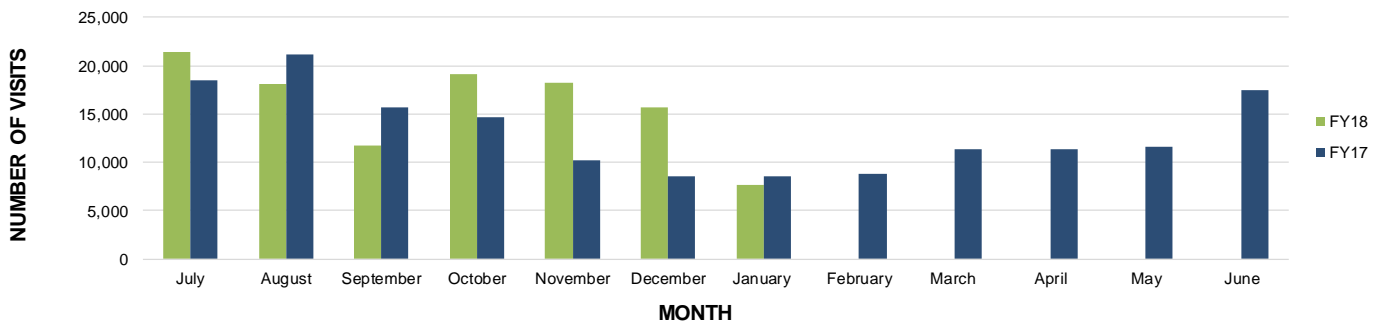
**BOOKINGS**

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	4	20	5	0	29	44	66%
Room Nights	8,290	6,258	8,330	0	22,878	34,000	67%

**WEBSITE TRAFFIC**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	175,000
Actual	21,385	18,097	11,766	19,158	18,186	15,636	7,677	0	0	0	0	0	111,905

**VisitBillings.com Visits**



\*Does not include Winter-in-Montana.com visits

**VISITOR SERVICES**

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	10	2	0	0	12
Visitor Packets	2,372	2,084	4,104	0	8,560

**AVIATION PASSENGERS**

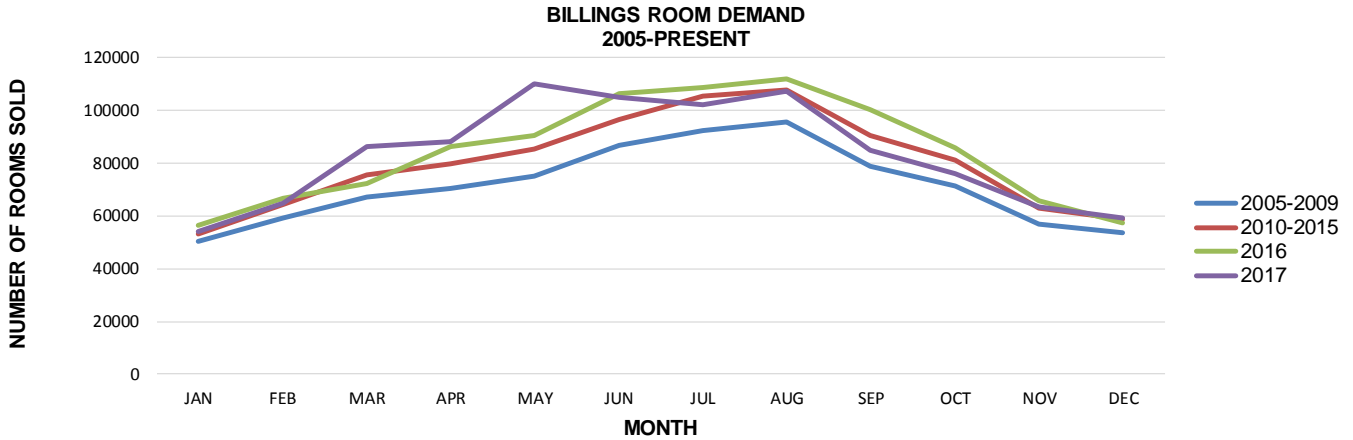
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	122,354	68,486	0	0	190,840
Total Enplanements	123,964	69,067	0	0	193,031

**ROOM DEMAND- REPORTED ON CALENDAR YEAR**

**Percent Change**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
2017 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2017 Actual	-3.3	-2.1	19.6	2.8	22.8	-1.4	-5.8	-4.2	-15.3	-11.7	-3.5	4.4	0.2
2016 Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
2016 Actual	-8.9	-5.6	19.6	9.0	1.2	2.3	-8.9	2.8	11.5	1.1	9.7	-3.8	2.5

Number of Rooms Sold													
2017	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	54,284	64,884	86,507	88,418	110,170	104,805	102,391	107,292	85,143	75,859	63,467	59,364	85,726
2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	56,110	66,281	72,303	86,042	89,746	106,241	108,727	111,970	100,470	85,908	65,834	57,172	84,029



### OCCUPANCY REPORT

YTD OCCUPANCY PAST 12 MONTHS		
LOCATION	2017	2016
Billings, MT	56.7%	58.2%
Montana	58.0%	58.4%
United States	65.9%	65.4%
Bozeman, MT	69.9%	70.3%
Missoula, MT	64.3%	62.6%
Rapid City, SD	56.8%	58.1%
Sioux Falls, SD	60.8%	63.6%
Bismarck, ND	61.8%	65.4%
Boise, ID	72.6%	75.4%
Madison, WI	64.6%	66.5%
Helena, MT	61.8%	59.2%
Great Falls, MT	57.9%	57.7%

CURRENT MONTH OCCUPANCY December		
LOCATION	2017	2016
Billings, MT	39.6%	37.9%
Montana	37.7%	37.2%
United States	54.0%	52.8%
Bozeman, MT	54.2%	52.7%
Missoula, MT	39.0%	36.5%
Rapid City, SD	35.7%	36.7%
Sioux Falls, SD	45.5%	45.8%
Bismarck, ND	40.9%	61.2%
Boise, ID	52.5%	54.6%
Madison, WI	43.3%	44.4%
Helena, MT	39.1%	41.3%
Great Falls, MT	38.3%	40.2%

