



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
March 8th, 2017
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)
- III. Approval of February Board Meeting Minutes – R. Spence – Page 2-3.....ACTION
- IV. Approval of February Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 4-6.....ACTION
- V. New Business.....8:35-9:05
 - a. RFP for Creative Services Awarded – S. Mann/A. Tyson/A. Murnion.....ACTION
 - b. Marketing Plan and Budget FY19 – A. Tyson
 - c. Meeting Planner Familiarization Tour 2018 – S. Cattarin
 - d. MOTBD Research Projects – S. Wahrlich
- VI. Old Business.....9:05-9:40
 - a. Travel & Adventure Show LA Follow Up/Denver Prep – A. Murnion
 - b. TBID Bylaws – R. Spence/A. Tyson.....ACTION
 - c. NAIA 2018 – A. Tyson
 - d. Sports Facility Feasibility Study Update – A. Tyson
- VII. Partner Update.....9:40-9:50
 - a. Chamber of Commerce – G. Hart, Chamber/TBID Board Liaison
- VIII. Board Comments.....9:50-10:00
- IX. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: April 12, 2018



Managed by the Billings Chamber

BOARD OF DIRECTORS MINUTES – February 8, 2017

Board Members Present: Ron Spence, Brian Arneson, Shelli Mann, Steve Wahrlich (via phone), Joe Studiner, and George Maragos

Board Members Absent:

Ex-Officio Member Present: Ginny Hart

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

Others Present: LaRell Baldwin and Justin Oviatt, DoubleTree by Hilton.

Call to Order

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

Public Comment

No Public Comment

Approval of Board Minutes

Request for a motion to approve the January 11th, 2018 Board Minutes.

MOTION: Joe motioned to accept the January board minutes; George seconded; motion carried.

Approval of Financial & Variance Reports

Request for a motion to approve the February Financial and Variance Reports

MOTION: Brian motioned to accept the January Financial & Variance Reports; Shelli seconded; motion carried.

Quarterly Reporting Changes

Megan informed the Board that Matt Schafer with Eide Bailly has taken a new job and will no longer be able to do TBID's quarterly reports. She explained that she is going out to bid for a new agency to assist us with this process.

New Business

Visit Billings Grant Program 2.0 – Alyssa walked the Board through the new grant program. She discussed how the process was more streamlined, easy to follow, had flexibility for the Board, and was completed online.

Request for a motion to approve the Visit Billings Grant Program 2.0.

MOTION: Shelli motioned to accept the program; Brian seconded; motion carried.

Don't Miss the Bus – Stefan presented to the Board the new changes to VisitBillings.com/tour. He discussed the potential in this market and how the website is streamlined to help Tour Bus operators plan their tours. Stefan also gave an update on his recent shows and tour recruitment efforts outside of the website.

Micro America Debut – Aly played a portion of the Micro America episode on Billings' walkable brewery district. She discussed what we received for hosting these episodes and how well they have performed on our social media channels.

Old Business

Upcoming Travel & Adventure Shows – Aly informed the Board of the upcoming Travel and Adventures in LA and Denver. She talked about how Visit Billings is sponsoring the photo booth for LA.

RFP for Creative Services Update – Aly informed the Board that the RFP closed on Monday, February 5th. She let them know we have three bids and will have a RFP Committee meeting on Thursday the 15th to figure out who the finalist are.

Convention Center Conversations; Follow Up from January Work Session – John updated the Board on the process of the conversations taking place on convention centers. He discussed how Inner Circle has pulled their convention center project off the table. John informed the Board that the Hammes Company Development Term sheet was presented to City Council. The next stage of the project to have the City come up with a \$675,000 investment to assist in the research projects Hammes Company needs to complete before any construction can begin. He asked to TBID Board to consider being a contributor to this investment.

Request for a motion to contribute to the Hammes Company research project.

MOTION: Steve motioned to contribute \$15,000; George seconded; motion carried.



TBID Board Vacancy – Alex walked the Board through the process for filling the vacant Board seat. The Board also discussed the property sizes outlined in the Bylaws.

FY19 Marketing and Budgeting Preps – Alex asked for the Board direction on the upcoming Marketing and Budget Preps.

NAIA Tournament Update – Alex updated the Board on the progress of NAIA.

USS Billings Latest – Ron informed the Board of the changes and exciting things taking place with the USS Billings Crew.

Partner Update

Chamber of Commerce – Ginny talked about the excitement surrounding Allentown and how the Chamber has 45 people attending.

Board Comments

Ron updated the Board on the progress being made with the Tavern Association in Billings. He also informed the Board on the new Art display that will be housed at the Airport.

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

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of February 28, 2017

Revenue over expenses is \$181,533 over budget

Revenue is \$128,473 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 FY2018 assessments are currently over budget \$83,141 but there is still a balance of \$23,662 (1 property) that is outstanding. Payment from the property was made to the county early February. Per City of Billings contact, TBID will be receiving funds in March.*

Expenses are \$53,060 under budget.

- *Staff Expenses are \$8,422 under budget from anticipated staffing changes. Savings from staff expenses from the past 6 months will be used to increase leisure advertising.*
- *Administrative Expenses are \$5,428 under budget.*
 - *Computers and Equipment is over budget \$1,397.*
 - *Meetings is under budget \$1,428.*
 - *Office Supplies and Postage are under budget \$3,376.*
 - *Professional Training is \$217 under budget.*
 - *Legal & Accounting is under budget \$2,047 from the audit.*
- *Marketing Expenses are \$39,210 under budget from the following:*
 - *Advertising is over budget \$4,994 TBID's portion of the agency advertising retainer.*
 - *Opportunity is under budget \$35,139 due to the refund received from AD Creative for the overbilling of ad words.*
 - *Printed Materials is under budget \$805 from promotional materials.*
 - *Publicity is over budget \$931 from sponsorship opportunities.*
 - *Sales Expense is over budget \$965 from the Dallas Mavericks sales blitz.*
 - *Tradeshows is under budget \$4,766 due to anticipated travel/registrations expenses.*
 - *Website is \$5,415 under*

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

	CURRENT MONTH		YEAR TO DATE		2017-18 Annual Budget	LAST YEAR Feb 2017 Actual
	Actual	Budget	Feb 2018 Actual	Feb 2018 Budget		
Income						
4001100 · TBID Assessments	-	-	1,862,642	1,735,000	1,735,000	1,771,899
4001500 · Miscellaneous Income	95	-	831	-	-	1,372
Carryover from 2016-2017	-	-	-	-	6,906	63,953
Total Income	95	0	1,863,473	1,735,000	1,741,906	1,837,224
Expense						
5001000 · Staff Expenses						
5007000 · Wages	23,211	21,568	198,737	205,098	291,372	190,424
5007100 · FICA Expense	1,735	1,786	14,146	15,334	22,438	14,288
5007200 · Unemployment Expense	485	350	1,641	2,800	4,202	1,735
5007400 · Health & Accident Expense	2,582	2,564	20,991	20,320	30,736	20,339
5007500 · Retirement Expense	1,625	1,563	13,473	13,902	20,370	11,429
5007700 · Workers Compensation Expense	140	135	1,125	1,080	1,620	1,135
5007800 · Staff Employment Expense	-	-	-	-	-	50
Total 5001000 · Staff Expenses	29,779	27,966	250,112	258,534	370,738	239,401
5009000 · Administrative Expenses						
5009200 · Computers	1,445	750	9,046	7,649	14,462	4,597
5009300 · Equipment & Repair Expense	267	250	3,948	3,500	4,500	2,110
5009500 · Liability Insurance	-	-	2,095	2,300	2,300	2,095
5009600 · Meeting Expenses	867	1,423	6,556	7,984	11,825	9,072
5009650 · TBID Communications	-	-	4,528	4,500	16,600	6,081
5009700 · Office Supplies	230	208	2,152	2,948	3,780	2,874
5009750 · Postage	684	895	4,429	7,010	10,000	2,566
5009800 · Professional Training	305	-	7,088	7,000	10,500	4,536
5009850 · Legal and Accounting	20	550	12,153	14,200	14,750	2,921
5009900 · Telephone/Wireless Equipment	258	498	3,652	3,984	5,976	3,622
Total 5009000 · Administrative Expenses	4,075	4,574	55,647	61,075	94,693	40,472
5150000 · Marketing Expenses						
5151000 · Advertising	37,265	39,034	445,035	440,041	595,875	470,569
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	12,197	7,500	43,761	78,900	270,000	301,386
5152500 · Printed Materials	1,386	1,500	15,520	16,325	44,700	46,450
5153000 · Publicity	10,356	7,500	79,931	79,000	124,750	20,641
5154000 · Sales Expenses	29,839	32,050	68,765	67,800	137,500	75,490
5155000 · Tradeshows/Conventions	5,143	6,900	39,539	44,305	69,250	34,213
5156000 · Visitor Information Center	-	-	2,525	2,500	7,500	15,605
5156500 · Web Site	1,823	1,250	9,560	14,975	25,900	14,298
Total 5150000 · Marketing Expenses	98,008	95,734	704,636	743,846	1,276,475	978,652



Total Expense	131,861	128,274	1,010,396	1,063,455	1,741,906	1,258,525
	(131,766)	(128,274)	853,078	671,545	0	578,699

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

NAIA Tournament	Month	YTD
NAIA Tournament Revenue	18,000	28,902
NAIA Tournament Expense	610	3,213
Total NAIA Tournament	17,390	25,690

MTOTBD Air Service Grant:	Month	YTD
Air Service Grant Revenue	-	50,000
Air Service Grant Expense	-	50,000
Total NAIA Tournament	-	-

Cash	Current Month	Last Month	Last Year
Unrestricted	922,306	955,791	576,699
NAIA Tournament	25,690	8,300	25,501
Unearned Revenue	9,286	9,286	-
Contract Reserves	-	-	-
BOD Restricted	50,000	50,000	175,000
Total Cash	1,007,281	1,023,376	777,201





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

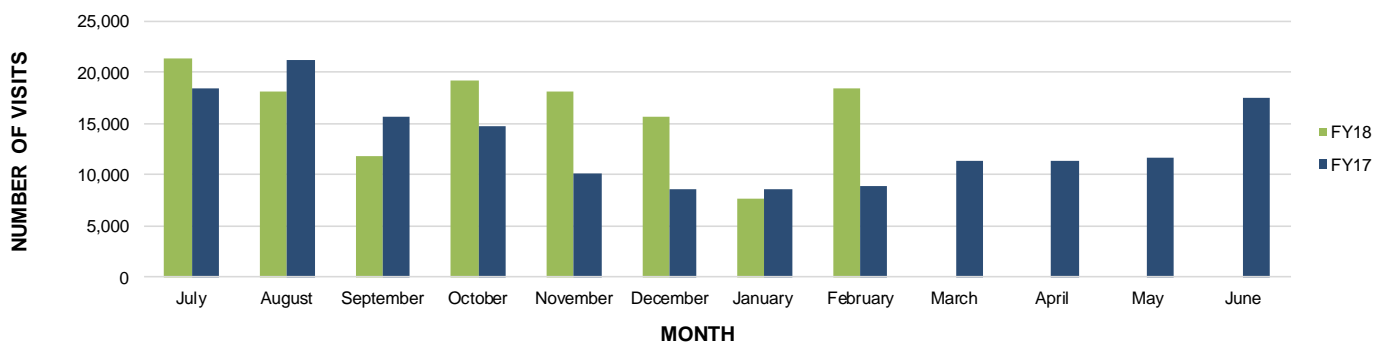
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	4	20	6	0	30	44	68%
Room Nights	8,290	6,258	8,630	0	23,178	34,000	68%

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	18,410	0	0	0	0	130,315

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

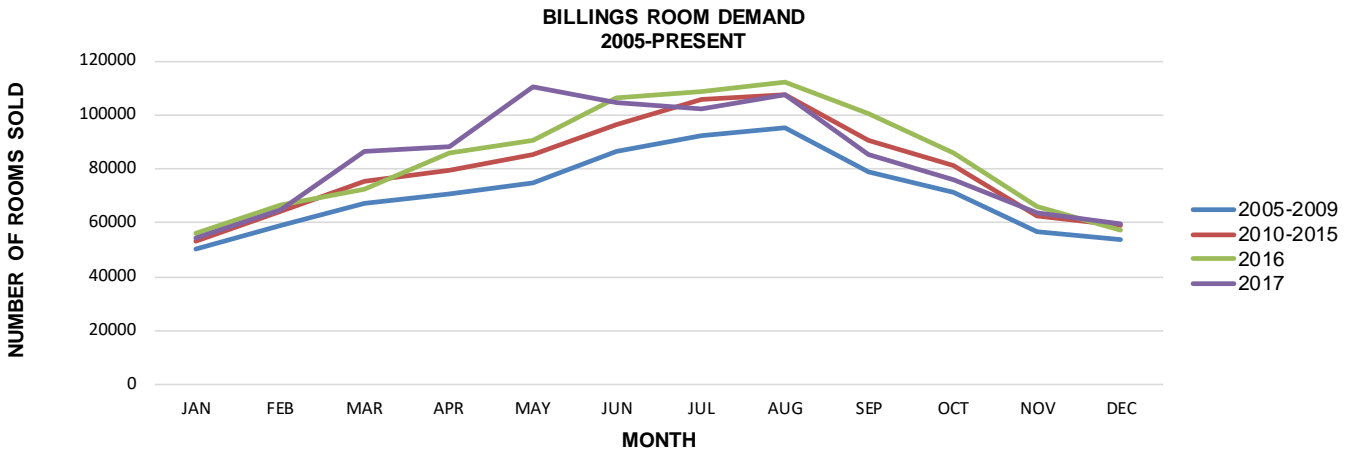
	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	122,354	68,486	0	0	190,840
Total Enplanements	123,964	69,067	0	0	193,031

ROOM DEMAND- REPORTED ON CALENDAR YEAR

Percent Change

	2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	-0.1													-0.1
	2017	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0	3%
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	0.2

Number of Rooms Sold													
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	55,804												
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	83,549



OCCUPANCY REPORT

YTD OCCUPANCY PAST 12 MONTHS		
LOCATION	2018	2017
Billings, MT	37.2%	37.2%
Montana	38.8%	39.4%
United States	54.5%	54.0%
Bozeman, MT	55.2%	54.8%
Missoula, MT	40.0%	37.5%
Rapid City, SD	32.1%	48.4%
Sioux Falls, SD	45.6%	48.4%
Bismarck, ND	43.3%	62.2%
Boise, ID	54.7%	56.7%
Madison, WI	46.7%	48.1%
Helena, MT	44.8%	49.6%
Great Falls, MT	44.4%	48.7%

CURRENT MONTH OCCUPANCY January		
LOCATION	2018	2017
Billings, MT	37.2%	37.2%
Montana	38.8%	39.4%
United States	54.5%	54.0%
Bozeman, MT	55.2%	54.8%
Missoula, MT	40.0%	37.5%
Rapid City, SD	32.1%	48.4%
Sioux Falls, SD	45.6%	48.4%
Bismarck, ND	43.3%	62.2%
Boise, ID	54.7%	56.7%
Madison, WI	46.7%	48.1%
Helena, MT	44.8%	49.6%
Great Falls, MT	44.4%	48.7%

