



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 12th, 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. Welcome Mr. Sean Lynch – Official Introductions – R. Spence
- III. Approval of June Board Meeting Minutes – R. Spence – Pages 2.....ACTION
- IV. Approval of June Financial & Variance Reports – M. Stevenson/A. Tyson – Pages 3-5.....ACTION
 - a. Board Restricted Reserves Account – A. Tyson/M. Stevenson.....ACTION
- V. New Business.....8:40-10:00
 - a. The 2019 Legislative Session – D. Brooks
 - i. Chamber Public Policy Manual.....ACTION
 - ii. Chamber Grading & the General Election
 - iii. 2019 Session Overview
 - b. Voices of Montana Tourism – A. Tyson/S. Wahrlich/D. Schieffer
 - i. FY19 Advocacy and Support.....ACTION
 - c. Airbnb's & the Billings TBID – S. Wahrlich/R. Spence
 - d. Peak Season Leisure Campaign Update – A. Murnion
- VI. Old Business.....10:00-10:10
 - a. TBID Board Term Update - A. Tyson.....ACTION
- VII. Partner Update.....10:10-10:15
 - a. Chamber of Commerce – S. Lynch, Billings Chamber/TBID Board Liaison
- VIII. Board Comments.....10:15-10:25
- IX. Adjournment – R. Spence.....ACTION

Next TBID Board Meeting: August, 9th 2018 meeting will be held at Hampton Inn.



Managed by the Billings Chamber

BOARD OF DIRECTORS

MINUTES – June 14, 2018

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

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: Autumn Albert and Stacy Lynn with Erck Hotels; Julie Garel, Liz Brooks, and Lauryn Adams with BCF

Call to Order

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

Public Comment

Approval of Board Minutes

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

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

New Business

Welcome BCF Agency – Alex introduced and welcomed the staff of BCF as Visit Billings new creative agency.

Presentation & Visit Billings Leisure Marketing Update – BCF presented the Visit Billings brand transition to Forge Your Own Path. They discussed new concepts and the TTA evolution. BCF also discuss the Marketing Begins a home Civic Pride campaign and why this is important to Billings as a destination.

Old Business

One Big Sky District Development Plan Agreement (DPA) – John walked the Board through the DPA and the changes that were made to ensure the research only took seven months.

Request for a motion to approve the One Big Sky District Development Plan Agreement.

MOTION: Steve motioned to approve; George seconded; Motion carried.

Board Member Terms Information – Alex informed the Board of the terms starting in October verses July per the Resolution with the city. She noted working with Bruce McCandless to change the terms to function on fiscal year like the budget.

USS Billings Update – Ron gave an update on the planning stages and financial commitment for the USS Billings Ship.

Meeting Planner Familiarization Tour – Alex gave an update on Stefan's Planner FAM with 5 meeting planners. She touched on the opening reception as well as the positive feedback already received by the planners. She thanked staff for their hard work on the FAM.

Partner Update

Ginny updated the Board on the ExxonMobil Tour the Chamber hosted.

Dan updated the Board on the State and Local Tourism Legislative Session.

Board Comments

Shelli invited the Board to be a part of the YKIS event on June 21st to thank them for their donation to the site.

Ron informed the Board of the progress and discussion happening with the Restaurant Tavern Association.

Steve brought up the issues with Airbnb's and asked it to be placed on next month's agenda.

Steve made a motion to adjourn the meeting; George seconded. Meeting adjourned at 10:15 a.m.

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of June 30, 2018

Net Revenue over expenses for the fiscal year is \$55,266 over budget. Staff's recommendation is to transfer these funds back into the reserve account. As of June 30th, the reserve account is \$75,000 and with adding the additional net revenue it would increase the reserve account to \$130,266 (at this time last year it was \$200,000).

Revenue is \$140,068 over budget from assessments and interest income.

- Total Assessments is over budget \$137,703.
 - \$44,550 was from assessments that were outstanding from the previous fiscal year. A portion of these have been allocated.
 - The FY2018 assessments are over budget \$108,153.
 - TBID's \$15,000 contribution to the One Big Sky District per board directives was paid out of the revenue overage due to it being an unbudgeted item.

Expenses are \$84,802 over budget.

- Staff Expenses are \$3,935 under budget from anticipated staffing changes. *Savings from staff expenses from the past 6 months were used to increase leisure advertising.*
- Administrative Expenses are \$11,072 under budget.
 - Computers and Equipment is under budget \$191.
 - Meetings is over budget \$821.
 - TBID Communications is under budget \$6,472.
 - Office Supplies and Postage are under budget \$4,144.
 - Legal & Accounting is under budget \$1,497 from the audit.
- Marketing Expenses are \$99,808 over budget from the following:
 - Advertising is over budget \$9,061 from leisure regional advertising and retainer fees.
 - Opportunity is over budget \$73,036 from the final payment for the air service guarantee (\$100,000 was budgeted but \$150,000 needed to be paid, still waiting to receive final invoice from American to see if any of the guarantee will be returned to each community partner), Aspiration City Visit travel expenses, the FY19 marketing plan, and Visit Billings grants for the upcoming year.
 - Printed Materials is under budget \$6,559 from the 360 degree video for tradeshow booths.
 - Publicity is over budget \$22,705 from the Destination Analysts final payment, influencer hosting, sponsorship opportunities, and BCF June travel.
 - Sales Expense is over budget \$11,091 from the Marine Corp League attendance building, upcoming FY19 sports events, and the Dallas Mavericks marketing contract.
 - Tradeshow is over budget \$2,782 due to anticipated travel/registrations expenses.
 - Visitor Information Center is under budget \$4,415 for VIC creative updates and general bicycle maintenance.
 - Website is \$6,894 under budget due to timing of when work is performed and necessary.

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

| | CURRENT MONTH | | YEAR TO DATE | | 2017-18 Annual Budget | LAST YEAR |
|--|-----------------|----------------|---------------------|---------------------|--------------------------|---------------------|
| | Actual | Budget | June 2018 Actual | June 2018 Budget | | June 2017 Actual |
| Income | | | | | | |
| 4001100 · TBID Assessments | (15,000) | - | 1,872,703 | 1,735,000 | 1,735,000 | 1,758,867 |
| 4001500 · Miscellaneous Income | 1,014 | - | 2,364 | - | - | 1,932 |
| Carryover from 2016-2017 | - | - | 6,906 | 6,906 | 6,906 | 63,953 |
| Total Income | (13,986) | - | 1,881,974 | 1,741,906 | 1,741,906 | 1,824,752 |
| Expense | | | | | | |
| 5001000 · Staff Expenses | | | | | | |
| 5007000 · Wages | 22,869 | 21,570 | 289,324 | 291,372 | 291,372 | 277,577 |
| 5007100 · FICA Expense | 1,700 | 1,746 | 20,907 | 22,438 | 22,438 | 21,268 |
| 5007200 · Unemployment Expense | 273 | 352 | 3,074 | 4,202 | 4,202 | 3,104 |
| 5007400 · Health & Accident Expense | 2,948 | 2,724 | 31,762 | 30,736 | 30,736 | 31,079 |
| 5007500 · Retirement Expense | 1,592 | 1,560 | 20,051 | 20,370 | 20,370 | 17,159 |
| 5007700 · Workers Compensation Expense | 140 | 135 | 1,685 | 1,620 | 1,620 | 1,715 |
| 5007800 · Staff Employment Expense | - | - | - | - | - | 50 |
| Total 5001000 · Staff Expenses | 29,521 | 28,087 | 366,803 | 370,738 | 370,738 | 351,952 |
| 5009000 · Administrative Expenses | | | | | | |
| 5009200 · Computers | 1,395 | 2,950 | 12,844 | 14,462 | 14,462 | 6,477 |
| 5009300 · Equipment & Repair Expense | 423 | 250 | 5,927 | 4,500 | 4,500 | 3,359 |
| 5009500 · Liability Insurance | - | - | 2,095 | 2,300 | 2,300 | 2,095 |
| 5009600 · Meeting Expenses | 2,287 | 1,085 | 12,646 | 11,825 | 11,825 | 14,440 |
| 5009650 · TBID Communications | - | 6,500 | 4,528 | 11,000 | 11,000 | 6,081 |
| 5009700 · Office Supplies | 30 | 208 | 2,783 | 3,780 | 3,780 | 3,288 |
| 5009750 · Postage | 1,242 | 760 | 6,853 | 10,000 | 10,000 | 9,841 |
| 5009800 · Professional Training | 1,732 | 1,500 | 10,990 | 10,500 | 10,500 | 8,056 |
| 5009850 · Legal and Accounting | - | - | 13,253 | 14,750 | 14,750 | 14,156 |
| 5009900 · Telephone/Wireless Equipment | 711 | 498 | 6,103 | 5,976 | 5,976 | 5,755 |
| Total 5009000 · Administrative Expenses | 7,821 | 13,751 | 78,021 | 89,093 | 89,093 | 73,546 |
| 5150000 · Marketing Expenses | | | | | | |
| 5151000 · Advertising | 35,001 | 21,875 | 604,936 | 595,875 | 595,875 | 583,143 |
| 5151500 · Film Recruitment | - | 1,000 | - | 1,000.00 | 1,000 | - |
| 5152000 · Opportunity | 214,438 | 150,900 | 343,036 | 270,000 | 270,000 | 408,883 |
| 5152500 · Printed Materials | 4,887 | 8,775 | 38,141 | 44,700 | 44,700 | 91,835 |
| 5153000 · Publicity | 62,169 | 38,700 | 147,455 | 124,750 | 124,750 | 47,508 |
| 5154000 · Sales Expenses | 30,039 | 19,000 | 148,591 | 137,500 | 137,500 | 149,726 |
| 5155000 · Tradeshows/Conventions | 6,993 | 250 | 77,632 | 74,850 | 74,850 | 67,429 |
| 5156000 · Visitor Information Center | 392 | 4,500 | 3,085 | 7,500 | 7,500 | 16,039 |
| 5156500 · Web Site | 4,676 | 4,125 | 19,006 | 25,900 | 25,900 | 27,785 |
| Total 5150000 · Marketing Expenses | 358,595 | 249,125 | 1,381,883 | 1,282,075 | 1,282,075 | 1,392,348 |



| | | | | | | |
|----------------------|------------------|------------------|---------------|-----------|-----------|--------------|
| Total Expense | 395,937 | 290,963 | 1,826,708 | 1,741,906 | 1,741,906 | 1,817,846 |
| | (409,922) | (290,963) | 55,266 | 0 | 0 | 6,906 |

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

| NAIA Tournament | Month | YTD | LAST YEAR |
|------------------------------|----------------|------------|------------------|
| NAIA Tournament Revenue | 1,000 | 98,602 | 87,400 |
| NAIA Tournament Expense | 5,731 | 98,602 | 87,400 |
| Total NAIA Tournament | (4,731) | 0 | - |

| Cash | Current Month | Last Month | Last Year |
|-------------------|----------------------|-------------------|------------------|
| Unrestricted | 55,265 | 434,372 | 6,906 |
| NAIA Tournament | 0 | 5,782 | - |
| Unearned Revenue | 44,232 | 44,232 | 829,562 |
| Contract Reserves | 27,029 | - | 11,758 |
| BOD Restricted | 75,000 | 50,000 | 200,000 |
| Total Cash | 201,526 | 534,386 | 1,048,226 |





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

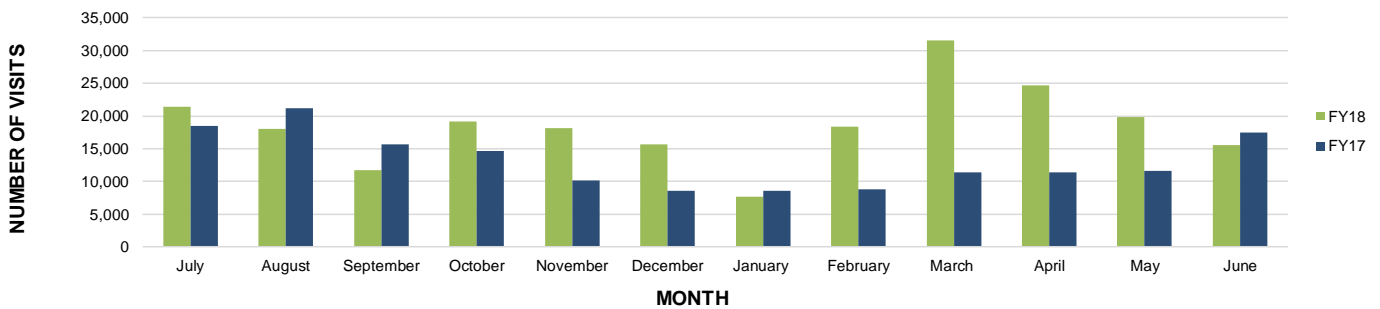
BOOKINGS

| | Q1 | Q2 | Q3 | Q4 | TY TD | FY Goal | % to Goal |
|-------------|-------|-------|--------|-------|--------|---------|-----------|
| Group | 5 | 22 | 6 | 9 | 42 | 44 | 95% |
| Room Nights | 8,290 | 6,258 | 10,130 | 1,100 | 27,368 | 34,000 | 80% |

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 | 31,497 | 24,651 | 19,802 | 15,536 | 221,801 |

VisitBillings.com Visits



*Does not include Winter-in-Montana.com visitors or the Travel to Yellowstone Site.

VISITOR SERVICES

| | Q1 | Q2 | Q3 | Q4 | TY TD |
|-----------------|-------|-------|--------|-------|--------|
| Serviced Events | 10 | 2 | 4 | 4 | 20 |
| Visitor Packets | 2,372 | 2,084 | 12,157 | 5,216 | 21,829 |

AVIATION PASSENGERS

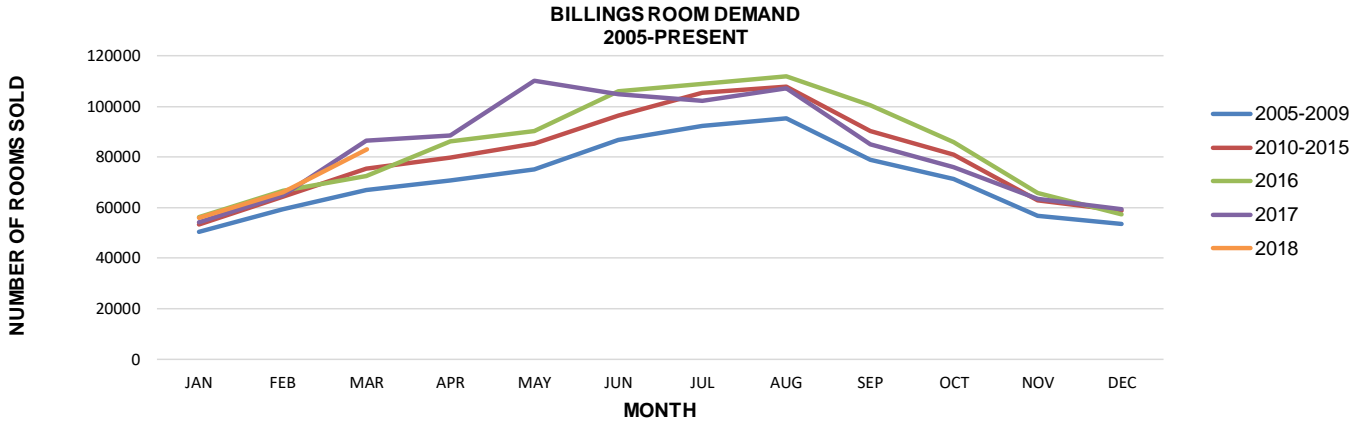
| | Q1 | Q2 | Q3 | Q4 | TY TD |
|--------------------|---------|---------|--------|--------|---------|
| Total Deplanements | 122,354 | 105,089 | 64,978 | 71,293 | 363,714 |
| Total Enplanements | 123,964 | 104,283 | 64,470 | 74,148 | 366,865 |

ROOM DEMAND- REPORTED ON CALENDAR YEAR

Percent Change

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Annual |
|-------------|------|------|------|------|------|------|------|------|-------|-------|------|-----|--------|
| 2018 Goal | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3% |
| 2018 Actual | -0.1 | 2.5 | -3.9 | 10.9 | -7.8 | | | | | | | | 0.3 |
| 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 |

| Number of Rooms Sold | | | | | | | | | | | | | |
|----------------------|--------|--------|--------|--------|---------|---------|---------|---------|--------|--------|--------|--------|--------|
| 2018 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Annual |
| Rooms Sold | 55,804 | 66,133 | 82,980 | 97,909 | 101,425 | | | | | | | | |
| 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 | | |
|-----------------|-------|-------|
| LOCATION | 2018 | 2017 |
| Billings, MT | 55.0% | 55.2% |
| Montana | 50.2% | 50.2% |
| United States | 64.2% | 63.7% |
| Bozeman, MT | 63.3% | 62.9% |
| Missoula, MT | 54.9% | 53.9% |
| Rapid City, SD | 43.2% | 45.6% |
| Sioux Falls, SD | 56.2% | 57.1% |
| Bismarck, ND | 51.1% | 67.9% |
| Boise, ID | 68.1% | 71.7% |
| Madison, WI | 59.6% | 60.7% |
| Helena, MT | 54.2% | 58.4% |
| Great Falls, MT | 52.8% | 55.7% |

| CURRENT MONTH OCCUPANCY | | |
|-------------------------|-------|-------|
| May | | |
| LOCATION | 2018 | 2017 |
| Billings, MT | 67.6% | 73.3% |
| Montana | 62.6% | 63.1% |
| United States | 68.2% | 67.7% |
| Bozeman, MT | 68.8% | 69.2% |
| Missoula, MT | 73.9% | 74.0% |
| Rapid City, SD | 60.2% | 60.1% |
| Sioux Falls, SD | 61.7% | 62.9% |
| Bismarck, ND | 58.6% | 67.7% |
| Boise, ID | 76.6% | 77.2% |
| Madison, WI | 67.2% | 66.3% |
| Helena, MT | 62.1% | 66.4% |
| Great Falls, MT | 50.1% | 55.8% |

