



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**

January 10th, 2019

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 – J. Studiner, Incoming 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 December Board Meeting Minutes – J. Studiner – Pages 2-3.....ACTION
- IV. Approval of December Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 3-4.....ACTION
- V. New Business.....8:45-9:40
 - a. MOTBD and Eastern Montana Efforts – S. Wahrlich
 - b. Statewide Economic Opportunity Districts
 - i. Presentation: Dan Brooks, Billings Chamber of Commerce
 - c. OBSD and the 2019 Legislature – J. Brewer/D. Brooks.....ACTION
 - d. Montana State University Hospitality Management & Culinary Arts Program
 - i. Informational Presentation: Gianna Vanata, MSU Bozeman
- VI. Media Tracking – A. Murnion.....9:40-9:45
- VII. Partner Update.....9:45-9:50
 - a. Chamber of Commerce – Sean Lynch, Chamber Board/TBID Board Liaison
 - b. YCLA Update
- VIII. Board Comments.....9:50-10:00
- IX. Adjournment – J. StudinerACTION

Next TBID Board Meeting: February, 14th 2019



Managed by the Billings Chamber

BOARD OF DIRECTORS

MINUTES – December 13, 2018

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

Board Members Absent: Brian Arneson

Ex-Officio Member Present: Sean Lynch

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

Others Present: Autumn Albert with Erck Hotels, Amy Day and Ginny Hart with Residence Inn,

Call to Order

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

Public Comment

Aly presented the RoadRunner Magazine Video that showcased Billings and the region.

Approval of Board Minutes

Request for a motion to approve the November Board Minutes.

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

Approval of Financial & Variance Reports

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

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

FY18 Audit Report – Summer McNea & Co presented the TBID audit report to the Board. He thanked Megan for the organized records she keeps.

Request for a motion to approve the FY 18 Audit Report.

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

New Business

Visit Southeast Montana – Brenda presented the SEMT strategic goals, target markets, and advertisement for both print and digitals. She also discussed some of the challenges that are facing the region and what she is working on to combat them.

MetraPark Payables – Alex presented a report to the Board on what Visit Billings pays to MetraPark within a fiscal year. She expressed the effects the CIP fee has on sports hospitality events and proposed talking with the commissioners to wave the CIP for MHSA events.

Old Business

Tourism Travels/ CONNECT PNW & ACGI – Stefan updated the Board on his recent travels as well as his upcoming travel for MSAE.

OBSD Events – John invited the Board to attend the December 17th City Council meeting to show support for the OBSD. He expressed the importance of showing the Lodging industries support. John also invited the Board to a Strategy Partners Meeting on December 18th at 11:30.

Hospitality Update – Alyssa updated the Board on serviced events year to date including a recap of the 2018 Regional NCAA Cross Country Championship. She thanked Luke and the Volunteers for their incredible help with convention bags and mailing. Alyssa also thanked the Board of their support at the Volunteer appreciation luncheon.

TBEX Update – Aly updated the Board on the continued progress with TBEX. She highlighted the recent support of Austin Adventures coming on Board to support the conference with in-kind PreBex tours and Post Fams.

Partner Update

YCLA – Ginny updated the Board on new structure of YCLA Meeting and invited everyone to attend the next one at Trailhead Spirits.



Chairman Comments

Ron thanked the Board for their hard work and dedication to the Tourism Industry. Ron also gave an update on the continued progress with USSB. He also informed the Board that he and Alex will be meeting with the Tavern Association in January.

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

Submitted by Alyssa Voeltz

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of November 30, 2018

Revenue over expenses is \$10,465 over budget.

Revenue is \$2,478 over budget from assessments and interest income.

Expenses are \$7,986 under budget.

- Staff Expenses are \$2,349 under budget.
- Administrative Expenses are \$2,677 under budget.
 - Legal & Accounting is over budget \$381 for legal fees (Ravalli County TBID). Savings from the financial audit help offset the increase in legal fees.
 - Postage is under budget \$1,140 from anticipated mailings.
 - Equipment and Meetings are under budget \$1,411.
- Marketing Expenses are \$2,960 under budget from the following:
 - Advertising is under budget \$2,109 from Google SEO and Social Media due to timing.
 - General Opportunity is \$558 under budget.
 - Sales is under budget \$1,071 from instate sales and regional/national sales.
 - Tradeshows/Conventions is over budget \$1,082 from anticipated registration and travel costs.

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

	CURRENT MONTH		YEAR TO DATE			LAST YEAR
	Actual	Budget	Dec 2018	Dec 2018	2018-19 Annual	Dec 2017
			Actual	Budget	Budget	Actual
Income						
4001100 · TBID Assessments	-	-	920,598	919,400	1,750,000	1,792,591
4001500 · Miscellaneous Income	156	-	1,280	-	-	634
Carryover from 2017-2018	-	-	-	-	-	-
Total Income	<u>156</u>	<u>0</u>	<u>921,878</u>	<u>919,400</u>	<u>1,750,000</u>	<u>1,793,225</u>
Expense						
5001000 · Staff Expenses						
5007000 · Wages	23,529	23,625	162,806	163,108	304,858	152,946
5007100 · FICA Expense	1,831	1,830	11,433	11,849	22,829	10,724
5007200 · Unemployment Expense	30	350	710	2,100	4,202	612
5007400 · Health & Accident Expense	3,016	3,040	17,980	18,210	36,569	15,803
5007500 · Retirement Expense	1,682	1,654	11,139	11,180	21,567	10,036
5007700 · Workers Compensation Expense	140	135	840	810	1,620	845
5007800 · Staff Employment Expense	-	-	-	-	-	-
Total 5001000 · Staff Expenses	<u>30,229</u>	<u>30,634</u>	<u>204,908</u>	<u>207,257</u>	<u>391,645</u>	<u>190,967</u>
5009000 · Administrative Expenses						
5009200 · Computers	1,508	1,311	6,537	6,574	16,540	6,613
5009300 · Equipment & Repair Expense	203	355	1,453	2,130	6,760	3,381
5009500 · Liability Insurance	-	-	2,343	2,300	2,300	2,095
5009600 · Meeting Expenses	518	659	4,770	5,504	13,350	4,846
5009650 · TBID Communications	-	-	81	100	3,700	4,465
5009700 · Office Supplies	-	105	2,141	2,225	2,740	1,894
5009750 · Postage	97	417	2,162	3,302	9,000	3,627
5009800 · Professional Training	2,235	2,300	4,865	5,255	12,400	6,529
5009850 · Legal and Accounting	10,950	12,000	15,432	15,050	16,700	11,789
5009900 · Telephone/Wireless Equipment	699	513	3,058	3,078	6,156	2,993
Total 5009000 · Administrative Expenses	<u>16,209</u>	<u>17,660</u>	<u>42,841</u>	<u>45,518</u>	<u>89,646</u>	<u>48,232</u>
5150000 · Marketing Expenses						
5151000 · Advertising	24,029	21,430	282,856	284,964	652,500	382,479
5151500 · Film Recruitment	-	-	-	-	1,000	-
5152000 · Opportunity	6,500	6,500	29,442	30,000	165,709	61,177
5152500 · Printed Materials	619	650	19,453	19,510	97,500	13,263
5153000 · Publicity	-	145	16,628	16,710	47,000	50,825
5154000 · Sales Expenses	6,063	6,775	41,379	42,450	216,500	34,954
5155000 · Tradeshows/Conventions	795	800	28,482	27,400	57,000	30,371
5156000 · Visitor Information Center	1,766	1,800	2,062	2,000	10,500	1,001
5156500 · Web Site	1,381	1,325	11,677	11,905	21,000	7,131
Total 5150000 · Marketing Expenses	<u>41,152</u>	<u>39,425</u>	<u>431,979</u>	<u>434,939</u>	<u>1,268,709</u>	<u>581,201</u>
Total Expense	<u>87,590</u>	<u>87,719</u>	<u>679,728</u>	<u>687,714</u>	<u>1,750,000</u>	<u>820,400</u>
	<u>(87,433)</u>	<u>(87,719)</u>	<u>242,151</u>	<u>231,686</u>	<u>-</u>	<u>972,825</u>

	Month	YTD
NAIA Tournament		
NAIA Tournament Revenue	1,000	11,858
NAIA Tournament Expense		5,000
Total NAIA Tournament	<u>1,000</u>	<u>6,858</u>

Cash	Current Month	Last Month	Last Year
Unrestricted	242,151	329,386	943,771
NAIA Tournament	6,858	5,858	4,533
Unearned Revenue	-	-	-
Contract Reserves	18,750	18,750	-
BOD Restricted	189,233	191,053	50,000
Total Cash	<u>456,992</u>	<u>545,047</u>	<u>998,305</u>





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

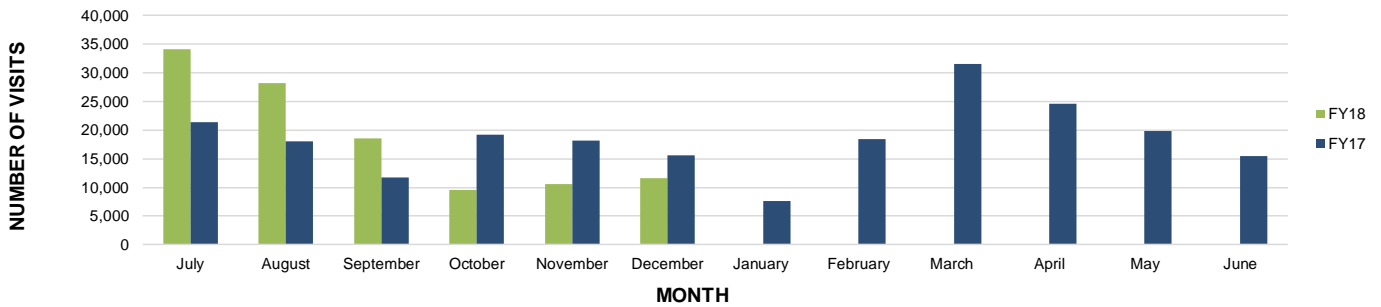
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	20	5			25	34	74%
Room Nights	10,703	788			11,491	34,000	34%

WEBSITE TRAFFIC

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Goal	25,000	20,000	13,000	22,000	18,000	19,000	12,000	20,000	34,000	28,000	22,000	30,000	263,000
Actual	34,107	28,261	18,597	9,545	10,542	11,632	0	0	0	0	0	0	112,684

VisitBillings.com Visits



PUBLICITY

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Mentions	303	187	324	102	154	189							1,259
Reach	34,800	54,400	138,400	74,000	101,400	2,903							405,903
Value	135,300	31,400	67,000	18,600	89,400	48,500							\$ 390,200

VISITOR SERVICES

	Q1	Q2	Q3	Q4	TY TD
Serviced Events	13	6			19
Visitor Packets	4,437	863			5,300

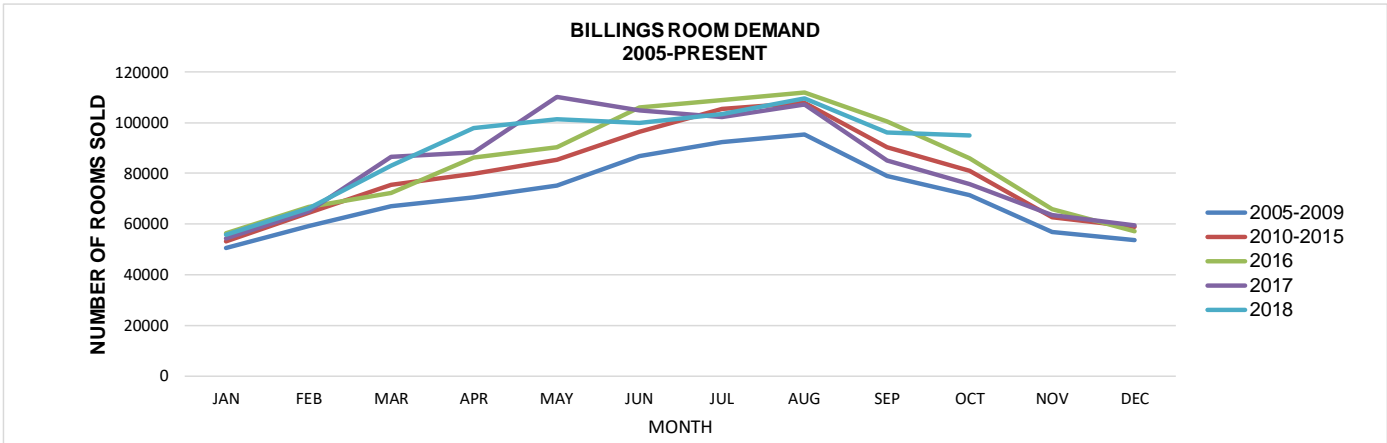
AVIATION PASSENGERS

	Q1	Q2	Q3	Q4	TY TD
Total Deplanements	123,964	73,045			197,009
Total Enplanements	122,354	73,236			195,590

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	3%
Actual	-2.4	0.9	-5.1	9.0	-9.2	-5.5	-2.7	-0.2	9.7	24.5	26.8		4.2
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	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

Number of Rooms Sold													
2018	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
Rooms Sold	53,917	65,500	81,848	96,164	99,422	98,464	101,004	106,832	93,726	95,046	80,555		972,478
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	1,002,584



OCCUPANCY REPORT

YTD OCCUPANCY		
LOCATION	2018	2017
Billings, MT	61.8%	59.3%
Montana	60.3%	59.9%
United States	67.3%	67.0%
Bozeman, MT	73.5%	71.6%
Missoula, MT	66.6%	66.8%
Rapid City, SD	57.9%	58.9%
Sioux Falls, SD	63.5%	62.1%
Bismarck, ND	57.0%	63.5%
Boise, ID	73.2%	74.3%
Madison, WI	67.5%	67.2%
Helena, MT	60.7%	64.0%
Great Falls, MT	59.0%	60.0%

CURRENT MONTH OCCUPANCY		
November		
LOCATION	2018	2017
Billings, MT	57.0%	44.4%
Montana	47.4%	42.9%
United States	61.7%	61.5%
Bozeman, MT	61.7%	53.6%
Missoula, MT	49.8%	50.1%
Rapid City, SD	36.3%	36.6%
Sioux Falls, SD	57.2%	52.6%
Bismarck, ND	51.3%	46.5%
Boise, ID	63.2%	61.9%
Madison, WI	58.8%	60.6%
Helena, MT	48.1%	49.4%
Great Falls, MT	49.3%	45.3%

