



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 14th, 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 – 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 January Board Meeting Minutes – R. Spence – Pages 2.....ACTION
- IV. Approval of January Financial & Variance Reports – M. Stevenson/A. Tyson– Pages 3-4.....ACTION
- V. New Business.....8:45-8:55
 - a. 2019 Chamber Breakfast Opportunity – J. Hart
 - b. SEMT Workshops Information – B. Maas
- VI. Old Business.....8:55-9:25
 - a. USS Billings – R. Spence.....ACTION
 - i. Presentation: Mayor Cole/Commissioner D. Pitman
 - b. OBSD Update – J. Brewer
 - c. Eastern Montana Initiative (MOTBD) – S. Wahrlich
- VII. Staff Updates.....9:25-9:50
 - a. M. Pennington – PreBex Tours
 - b. S. Cattarin – ABA, M/C PACE, TBEX
 - c. A. Murnion – Leisure Marketing Update, TBEX
 - d. A. Voeltz – Maps, Visitor Guides, Sports Hospitality, NAIA, Trail Guides
 - e. L. Ashmore – Mailers, VIC Update
 - f. A. Tyson – NAIA, Sports, Website, Research, FY20 preps
- VIII. Partner Update.....9:50-9:55
 - a. Chamber of Commerce – Sean Lynch, Chamber Board/TBID Board Liaison
 - b. YCLA Update
- IX. Board Comments.....9:55-10:00
- X. Adjournment – R. SpenceACTION



BOARD OF DIRECTORS

MINUTES – January 10, 2019

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

Board Members Absent:

Ex-Officio Member Present: Sean Lynch

Staff Present: Megan Stevenson, John Brewer, Alex Tyson, Luke Ashmore, Alyson Murnion, Marya Pennington, Dan Brooks

Others Present: : Kevin Scharfe with Rock 31, Joyce Bratland with Best Western Plus Kelly Inn & Suites Autumn Albert and Stacy Lynn with Erck Hotels, Gianna Vanata and Alison Harmon with Montana State University

Call to Order

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

Public Comment

Kevin introduced himself to the board and provided an invitation for a meeting to discuss Rock 31's upcoming project

Approval of Board Minutes

Request for a motion to approve the December Board Minutes.

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

Approval of Financial & Variance Reports

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

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

New Business

MOTBD and Eastern Montana Efforts- Steve discussed the state of tourism in eastern Montana and the city of Billings; he discussed his conversations with MOTBD.

Statewide Economic Opportunity Districts- Dan updated the group on the 2019 legislative session.

OBSD and the 2019 Legislature- Dan discussed news surrounding One Big Sky District and how elements would be presented in the 2019 legislature. John added to this by discussing how OBSD will affect Billings' properties, economic factors, and providing a general OBSD update.

Montana State University Hospitality Management & Culinary Arts Program- Alison Harmon and Gianna Vanata presented how their program at MSU operates and the funding mechanisms it uses.

Media Tracking

Alyson discussed the current software program used to track earned media and the reported numbers. She also provided examples of current physical media.

Partner Update

Chamber of Commerce - Sean discussed the newly founded Yellowstone Area Chamber of Commerce. He also updated the group on the upcoming Ag Banquet and Chamber Breakfast.

YCLA Update- The upcoming meeting details for YCLA were discussed.

Board Comments

Shelli mentioned MLHA and offered to forward information to board members on the association.

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

Submitted by Luke Ashmore

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of January 31, 2019

Revenue over expenses is \$32,275 over budget.

Revenue is \$27,293 over budget from assessments and interest income. *There is still a balance of \$6,694 (1 property) that is currently outstanding, staff will continue to monitor payments.*

Expenses are \$4,982 under budget.

- Staff Expenses are \$1,106 under budget.
- Administrative Expenses are \$3,721 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 \$1,378 from anticipated mailings.
 - Equipment and Meetings are under budget \$1,659.
- Marketing Expenses are \$155 under budget from the following:
 - Advertising is under budget \$1,771 from Google SEO and Social Media due to timing.
 - General Opportunity is \$244 under budget.
 - Printed Materials is over budget \$996 from general sales materials.
 - Tradeshows/Conventions is over budget \$1,107 from anticipated registration and travel costs.
 - Visitor Information Center is over budget \$380 from the volunteer appreciation luncheon.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
January 2019**

	CURRENT MONTH		YEAR TO DATE		2018-19 Annual Budget	LAST YEAR
	Actual	Budget	Jan 2019 Actual	Jan 2019 Budget		Jan 2018 Actual
Income						
4001100 - TBID Assessments	872,027	847,400	1,792,625	1,766,800	1,750,000	1,862,642
4001500 - Miscellaneous Income	188	-	1,468	-	-	736
Carryover from 2017-2018	-	-	-	-	-	-
Total Income	872,215	847,400	1,794,093	1,766,800	1,750,000	1,863,378
Expense						
5001000 - Staff Expenses						
5007000 - Wages	24,900	23,625	187,707	186,733	304,858	175,525
5007100 - FICA Expense	1,855	1,830	13,288	13,679	22,829	12,411
5007200 - Unemployment Expense	495	350	1,205	2,450	4,202	1,155
5007400 - Health & Accident Expense	3,077	3,061	21,057	21,271	36,569	18,409
5007500 - Retirement Expense	1,649	1,885	12,788	13,065	21,567	11,848
5007700 - Workers Compensation Expense	153	135	993	945	1,620	985
5007800 - Staff Employment Expense	-	-	-	-	-	-
Total 5001000 - Staff Expenses	32,128	30,886	237,037	238,143	391,645	220,334
5009000 - Administrative Expenses						
5009200 - Computers	358	411	6,895	6,985	16,540	7,601
5009300 - Equipment & Repair Expense	109	355	1,562	2,485	6,760	3,681
5009500 - Liability Insurance	-	-	2,343	2,300	2,300	2,095
5009600 - Meeting Expenses	1,907	1,909	6,677	7,413	13,350	5,688
5009650 - TBID Communications	-	-	81	100	3,700	4,528
5009700 - Office Supplies	(315)	105	1,826	2,330	2,740	1,922
5009750 - Postage	179	417	2,341	3,719	9,000	3,746
5009800 - Professional Training	1,097	1,100	5,962	6,355	12,400	6,784
5009850 - Legal and Accounting	-	-	15,432	15,050	16,700	12,133
5009900 - Telephone/Wireless Equipment	431	513	3,489	3,591	6,156	3,394
Total 5009000 - Administrative Expenses	3,766	4,810	46,607	50,328	89,646	51,572
5150000 - Marketing Expenses						
5151000 - Advertising	8,638	8,300	291,493	293,264	652,500	407,771
5151500 - Film Recruitment	-	-	-	-	1,000	-
5152000 - Opportunity	1,314	1,000	30,756	31,000	165,709	31,564
5152500 - Printed Materials	43,073	42,020	62,526	61,530	97,500	14,134
5153000 - Publicity	4,142	4,195	20,770	20,905	47,000	69,575
5154000 - Sales Expenses	12,023	11,250	53,402	53,700	216,500	38,926
5155000 - Tradeshows/Conventions	5,425	5,400	33,907	32,800	57,000	34,397
5156000 - Visitor Information Center	318	-	2,380	2,000	10,500	2,525
5156500 - Web Site	2,584	2,545	14,261	14,450	21,000	7,737
Total 5150000 - Marketing Expenses	77,515	74,710	509,494	509,649	1,268,709	606,629
Total Expense	113,410	110,406	793,138	798,120	1,750,000	878,534
	758,805	736,994	1,000,955	968,680	-	984,844



	Month	YTD
NAIA Tournament		
NAIA Tournament Revenue	11,500	23,358
NAIA Tournament Expense		5,000
Total NAIA Tournament	<u>11,500</u>	<u>18,358</u>
TBEX Event		
TBEX Revenue	35,000	35,000
TBEX Expense	1,500	1,500
Total TBEX	<u>33,500</u>	<u>33,500</u>

Cash	Current Month	Last Month	Last Year
Unrestricted	998,109	242,151	955,791
NAIA Tournament	18,358	6,858	8,300
TBEX	33,500	-	-
Unearned Revenue	-	-	9,286
Contract Reserves	-	18,750	-
BOD Restricted	189,233	189,233	50,000
Total Cash	<u>1,239,201</u>	<u>456,992</u>	<u>1,023,376</u>





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

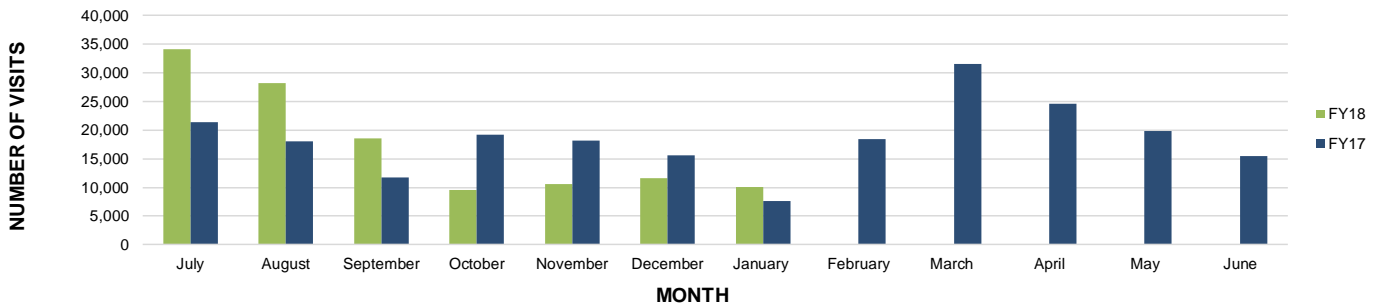
BOOKINGS

	Q1	Q2	Q3	Q4	TY TD	FY Goal	% to Goal
Group	20	5	5		30	34	88%
Room Nights	10,703	788	6,640		18,131	34,000	53%

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	10,076	0	0	0	0	0	122,760

VisitBillings.com Visits



PUBLICITY

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual
Mentions	303	187	324	102	154	189	273						1,532
Reach	34,800	54,400	138,400	74,000	101,400	2,903	62,900						468,803
Value	135,300	31,400	67,000	18,600	89,400	48,500	88,500						\$ 478,700

VISITOR SERVICES

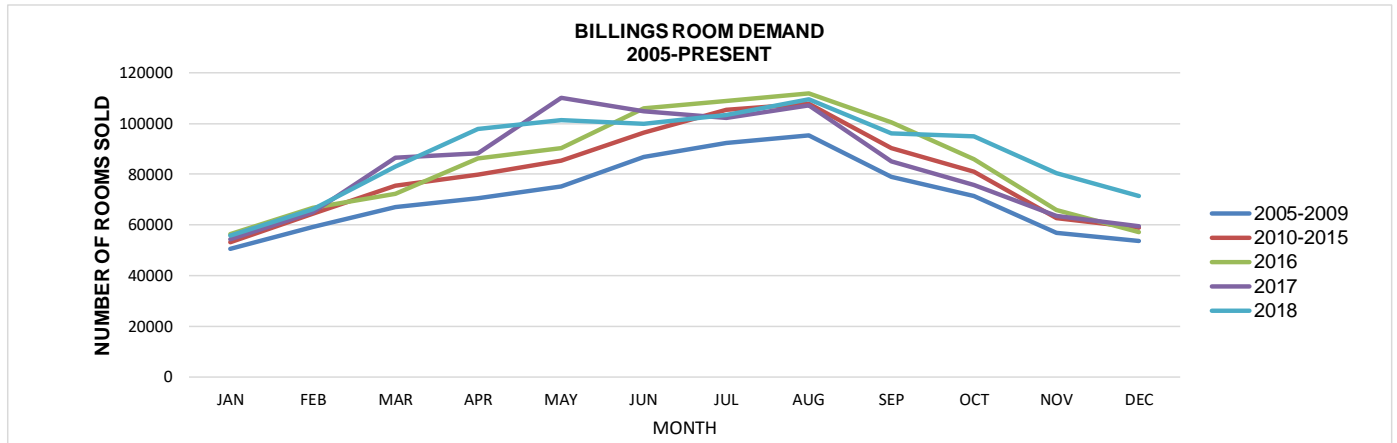
	Q1	Q2	Q3	Q4	TY TD
Serviced Events	13	6			19
Visitor Packets	4,437	1,212			5,649

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	19.2	5.4
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	71,286	1,043,764
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	60.7%	57.7%
Montana	58.7%	58.1%
United States	66.2%	65.9%
Bozeman, MT	72.5%	70.1%
Missoula, MT	64.4%	64.5%
Rapid City, SD	56.2%	56.9%
Sioux Falls, SD	61.9%	60.7%
Bismarck, ND	56.1%	61.6%
Boise, ID	71.0%	72.4%
Madison, WI	65.5%	65.3%
Helena, MT	58.9%	61.8%
Great Falls, MT	57.4%	58.2%

CURRENT MONTH OCCUPANCY		
December		
LOCATION	2018	2017
Billings, MT	48.8%	40.5%
Montana	41.4%	37.8%
United States	54.1%	54.0%
Bozeman, MT	61.7%	54.4%
Missoula, MT	39.9%	39.2%
Rapid City, SD	37.4%	35.5%
Sioux Falls, SD	45.1%	45.6%
Bismarck, ND	45.8%	40.9%
Boise, ID	50.4%	52.4%
Madison, WI	44.2%	44.0%
Helena, MT	40.4%	38.7%
Great Falls, MT	41.1%	38.3%

Current Month Occupancy

