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Media Release

Tourism Business Improvement District Awards \$20,000 in Grant Funds to Help Grow Tourism in Billings

For Immediate Release

Billings, MT, June 20, 2012: The Billings Tourism Business Improvement District (TBID) semi-annual grant dollars have been awarded. Grant dollars are designed to help promote Billings as a tourist destination by fostering new and existing events, attractions and other visitor draws in the community. June 2012 TBID grant recipients include:

Magic City Blues – Montana’s Urban Music Festival - \$9,000.00

Event Details: (August 9-12, 2012) The Magic City Blues – Montana’s Urban Music Festival is a four day, three night outdoor music festival in downtown Billings. 2012 will be the 11th annual festival and the second year of their expanded event in South Park, which increased the number of musical performances. Planned performances include Counting Crows, Alison Krauss and Union Station, and other great names in Blues music.

ZooGrass - \$6,000.00

Event Details: (July 7, 2012) ZooMontana is bringing back one of its largest and most successful fundraisers, ZooGrass. The 12-hour outdoor concert held on the Zoo grounds will feature exceptional names like the Marshall Tucker Band, the Kurth Taylor Band, Ozark Mountain Daredevils, and more.

DinoLab’s T.Rex Exhibit at Billings Logan International Airport - \$5,000.00

The DinoLab will create an educational, tourism related T.Rex exhibit for the Billings Logan International Airport, to be on display indefinitely. An authentic T.Rex skull will be encased and informational reader boards will provide interpretive history and fun facts about both the T.Rex and dinosaurs in Montana. Additionally, the exhibit will aim to position Billings as Montana’s Prehistoric Trailhead.

Tourism Business Improvement District officials award these grant dollars to help grow the economy in Montana’s Trailhead through increased visitor spending in Billings’ lodging establishments. Other tourism partners such as retail, restaurants, transportation businesses and attractions also benefit from increased visitation.

“These dollars are absolutely phenomenal,” remarked Jeff Ewelt, Executive Director at ZooMontana. “This award will allow us to grow our promotion of ZooGrass significantly, which should trickle down to more direct community support as more visitors come for this event. It’s great for us, and it’s great for Billings.”

Additional dollars will be granted in December and applications are now being accepted for the December 3, 2012 deadline. The grant application can be found at: http://www.visitbillings.com/pdf/TBID_application.pdf.

The TBID was created in 2007 through the efforts of the Billings lodging community. The group is overseen by a board of directors consisting of seven variably sized hotel properties and is managed by the Billings Chamber of Commerce/Convention and Visitors Bureau. Marketing and promotional dollars are collected through a \$1 assessment per hotel room per night stayed in the Billings community. The funds are used to carry out the group’s mission of generating room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

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The MISSION of the Tourism Business Improvement District is to generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.



The Tourism Business Improvement District is managed by the Billings Chamber of Commerce/Convention & Visitors Bureau.