



MISSION – To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

**Board of Directors Meeting
July 14, 2011
Chamber Board Room – 8:30am**

- | | | | |
|------|---|--------|--------|
| I | Call to Order – Steve Wahrlich | | |
| II | Public Comment on Items Not on The Agenda (comments limited to 3 minutes per speaker) | | |
| III | Approval of June 9, 2011 Board Minutes pages 2-3 | ACTION | 5 Min |
| IV | Approval of Financial Report pages 4-5 | ACTION | 5 Min |
| VI | Old Business | | 20 Min |
| | a. BMW Bid Update | | |
| | b. Bylaws/Policy Review Task Force (John, Steve, Shelli) | | |
| | c. Third Party Online Booking Engine | | |
| | d. Online Board Materials | | |
| VII | New Business | | 20 Min |
| | a. MLHA Travel Education Proposal | | |
| | b. 3-year Plan | | |
| | 1. Shoulder season | | |
| | 2. Sports | | |
| | c. John's evaluation | | |
| VIII | Marketing/PACE Update pages 6-10 | | 15 Min |
| IX | Adjourn | | |

Future Meeting Dates:

August 11, 2011
September 8, 2011
October 13, 2011

TBID Board of Directors Minutes – June 9, 2011

Board Members Present: Chris Johnson, Shelli Mann, Steve Wahrlich, Cheri Milne, Joyce Bratland

Board Members Absent: Ben Kerns, Ginny Hart

Ex-Officio member Present: Chris Ervin

Staff Present: John Brewer, Jennifer Pinnow, Joan Kronebusch, Kelly McCandless

Others Present: Ron Spence

Call to Order

Chris Johnson, Chair of the Board, called the meeting to order at 8:30 am in the Billings Chamber of Commerce/CVB Board Room.

Public Comment – None

Approval of Board Minutes

Request for a motion to approve May 12, 2011 Board Minutes.

MOTION: Joyce motioned to approve the minutes; Shelli seconded; motion carried.

Approval of Financial Report

Financial report discussion included the fiscal year end projections.

Request for a motion to approve May Financial Report.

MOTION: Cheri motioned to accept the report; Joyce seconded; motion carried.

Steve motioned to create an opportunity fund over the next 3 years of \$150,000 that the Board has the authority to use as needed. Cheri seconded; motion carried.

Old Business

Board Nominations

YCLA formally submitted a letter to Mayor Hanel endorsing a 2nd Board term for Cheri Milne and Chris Johnson.

Board Officers

The 2011-2012 Board officer candidates are Steve Wahrlich (chair), Chris Johnson (vice chair), Ginny Hart (secretary/treasurer). Shelli moved to approve the slate as presented; Joyce seconded; motion carried.

BMW Update

Bid and supporting letters will go out this week. A verbal agreement has been reached with both Exchange Clubs regarding beer sales. BMW will make a decision the second week of July.

Grant Applications

The board reviewed and discussed the applications that have been received to ensure proper allocation of funds. An emphasis was made to focus on the importance of putting new heads in beds.

YCLA/TBID Website

The board discussed reviewing the number of bookings from the CVB site. Statistics on bookings and page views will be reviewed. Visitors should be encouraged to use www.visitbillings.com rather than the YCLA site.

New Business

Tourism Transportation

Downtown Billings is exploring shuttle transportation for the business community. John will work with Lisa Harmon to possibly integrate a visitor shuttle throughout Billings.

Bylaws Review Task Force

John, Steve, and Shelli will serve on the task force to review the bylaws.

Marketing/PACE Update

The February TAC meeting was awarded to Billings (Big Horn Resort). Joan will be meeting with the local Porsche Car Club. They would like to propose a 5-day “Porsche Escape” for their members. Billings will host the first year of the Magic City 3 on 3 tournament. Joan is currently working with a FAM tour participant to book an event. Joan attended TAC. The lodging tax budget was approved. The mobi site was presented along with the new visitor guide. The first class of approximately 20 individuals will soon graduate from the Trailhead Tourism Ambassador program. Padded maps to compliment the Scenic Drive Tour are now available.

State Lodging Association

Steve reported that the state lodging association is going to provide education to elected officials and the general public on the benefits of travel and tourism to Montana.

There being no further business, meeting adjourned at 9:55 AM

Submitted by Jennifer Reiser

Billings Tourism Improvement District
Profit & Loss 7/1/10 to 6/30/11

	<u>June 11</u>	<u>Budget</u>	<u>Jul 10- June 11 Actual</u>	<u>Jul 10 -June 11 Budget</u>	<u>Annual Budget</u>	<u>Jul 09-June 10 Actual</u>
Income						
4001100 · TBID Assessments	0.00		743,751.62	725,000.00	725,000.00	558,590.21
4001500 · Miscellaneous Income	88.43		2,814.58	0.00		2,322.99
Total Income	88.43	0.00	746,566.20	725,000.00	725,000.00	560,913.20
Expense						
5001000 · Staff Expenses						
5007000 · Wages	10,808.01	11,000.00	122,191.60	127,430.00	127,430.00	105,150.80
5007100 · FICA Expense	733.19	800.00	8,316.56	9,078.00	9,078.00	7,191.65
5007200 · Unemployment Expense	245.59	175.00	1,767.28	2,051.00	2,051.00	1,294.28
5007400 · Health & Accident Expense	2,124.27	1,865.00	19,647.10	20,732.00	20,732.00	13,175.02
5007500 · Retirement Expense	584.01	725.00	7,166.62	7,280.00	7,280.00	6,940.68
5007700 · Workers Compensation Expense	80.00	120.00	900.00	1,429.00	1,429.00	1,016.00
Total 5001000 · Staff Expenses	14,575.07	14,685.00	159,989.16	168,000.00	168,000.00	134,768.43
5009000 · Administrative Expenses						
5009200 · Computers	144.98	0.00	3,061.79	2,500.00	2,500.00	4,201.80
5009300 · Equipment & Repair Expense	-14.04	250.00	1,668.44	4,000.00	4,000.00	819.42
5009400 · Fulfillment by Contractor	0.00	0.00	0.00	0.00	0.00	3,992.61
5009500 · Liability Insurance	0.00	0.00	1,982.00	2,500.00	2,500.00	1,982.00
5009600 · Meeting Expenses	60.24	580.00	5,487.09	7,300.00	7,300.00	6,150.83
5009700 · Office Supplies	42.84	150.00	2,827.46	2,000.00	2,000.00	1,380.60
5009750 · Postage	192.57	150.00	2,543.23	2,000.00	2,000.00	2,547.22
5009800 · Professional Training	7.00	0.00	313.13	3,000.00	3,000.00	3,666.29
5009850 · Legal and Accounting	500.00	0.00	8,127.00	8,100.00	8,100.00	11,861.00
5009900 · Telephone/Wireless Equipment	199.64	200.00	2,526.00	2,500.00	2,500.00	1,582.12
Total 5009000 · Administrative Expenses	1,133.23	1,330.00	28,536.14	33,900.00	33,900.00	38,183.17
5150000 · Marketing Expenses						
5151000 · Advertising	35,158.43	9,720.00	228,262.00	212,300.00	212,300.00	81,785.15
5151500 · Film Recruitment	0.00	1,000.00	0.00	1,000.00	1,000.00	49.65

5151700 · Group Service	2,170.96	0.00	9,611.32	14,300.00	14,300.00	0.00
5152000 · Opportunity	12,461.50	11,000.00	45,036.50	51,000.00	51,000.00	75,309.62
5152500 · Printed Materials	42,694.86	200.00	99,251.77	62,500.00	62,500.00	47,625.06
5153000 · Publicity	1,123.74	0.00	35,252.94	36,500.00	36,500.00	6,902.25
5153500 · Research	0.00	0.00	0.00	0.00	0.00	55,153.97
5154000 · Sales Expenses	1,939.71	0.00	37,668.66	51,000.00	51,000.00	10,981.60
5154500 · Site Visits	0.00	0.00	0.00	0.00	0.00	5,772.40
5155000 · Tradeshows/Conventions	2,147.97	1,200.00	60,063.04	61,600.00	61,600.00	31,359.03
5156000 · Visitor Information Center	306.01	250.00	662.30	1,500.00	1,500.00	865.90
5156500 · Web Site	15,021.38	500.00	24,202.27	20,000.00	20,000.00	24,479.10
Total 5150000 · Marketing Expenses	<u>113,024.56</u>	<u>23,870.00</u>	<u>540,010.80</u>	<u>511,700.00</u>	<u>511,700.00</u>	<u>340,283.73</u>
Total Expense	<u>128,732.86</u>	<u>39,885.00</u>	<u>728,536.10</u>	<u>713,600.00</u>	<u>713,600.00</u>	<u>513,235.33</u>
	<u>-128,644.43</u>	<u>39,885.00</u>	<u>18,030.10</u>	<u>11,400.00</u>	<u>11,400.00</u>	<u>47,677.87</u>

	Cash	Current Month	Last Month	Last Year
Unrestricted		26,296	179,940	33,266
Restricted		50,000	25,000	25,000
Total Cash		76,296	204,940	58,266

CVB Activity Report

Booked	Room Nights	Month/Year	Location	Quarter Booked
TBI Bus Tours	50	Aug/2011	Big Horn Resort	1
Montana Non Profit	500	Sept/2011	Crowne	1
Catholic Daughters	1800	July/2014	HIGM	1
MT Dept of Corrections	800	Sept/2011	HIGM	1
MT / ID Landscape Archetects Reg. Mtg	350	Mar/2011	HIGM	1
Women of Faith 2012	3500	Apr/2012	Metra	2
Conference Direct Board Meeting	25	Aug/2011	Hilton	2
MT Healthy Kids Initiative	90	May/2011	HIGM	
MN,DK Coaches	60	Sept/2011	BHCC	2
USS Naval Reunion	900	July/2012	West End	3
American Indian Alaska Native	1150	Sept/2012	HIGM/BHCC/Clubhouse	3
Tourism Association (AIANTA)City Planning Conference		100Sept/2011	Clocktower	3
Upper Midwest Automated	100	April/2011	Crowne Plaza	3
Clearing House Assoc (UMACHA)				
Legal Seminars International	80	Fall/2011	Downtown	3
Alpha Delta Kappa	12	2012	Hilton Garden Inn	3
Western Central Assoc of Planners	750	2012	Downtown	3
U. of ND Tribal Justice Council	75	8/2011	BHCC	4
Christmas on Ice Show	216	12/2011	Clock Tower Inn	4
Sports – Magic City 3 on 3	100	7/2011	City Wide	4
160 th Special Operations Military Mtg	75	8/2011	TBD	4
Girl Scouts Regional Convention	400	3/2012	TBD	4
Montana Photographers Assoc.	300	5/2012	TBD	4
Montana Chiropractors Assoc.	300	5/2012	HIGM	4
Anti-Bullying Convention	250	4/2012	HIGM	4
Montana China Painters Ann. Conv.	200	4/2013	TBD	4
TAC Meeting	100	2/2012	Big Horn Resort	4

10-11 Bids/RFP's	Room Nights	Year	Status	Decision Date	Quarter Bid
TBI Bus Tour	50	2011	Booked		1
Nat'l Assoc. of Elder & Sp. Needs Atnys	900	2012	Lost		1
Lactalis American Group	150	2011	Lost		1
American Express Sales Meeting	100	2010	Lost		1
MT Non Profit Assoc. Annual Conv.	500	2011	Booked		1
MT / ID Landscape Architects Reg. Mtg.	300 (350 booked)	2011	Booked		1
MT Dept of Corrections	600 (800 booked)	2011	Booked		1
National Public Records Research Asso	300	2012	Lost		1
USS Naval Reunion	900	2012	Booked		1
35 th Infantry "Cacti" Reunion	500	2012	Lost		1
MT Recreation & Parks Assoc	225	2011	Booked (rate svcs only)		2
ALKOTA Cleaning Systems	414	2012	Pending	6/2011	2
American Indian Alaska Native	900 (1150 booked)	2012	Booked		2
Tourism Association (AIANTA)					
Conference Direct Board Mtg	25	2011	Booked		2
MT Healthy Kids Initiative	90	2011	Booked		2
MN, DK Coaches	60	2011	Booked		2
Tekakawitha Conference	2000	2015	Lost		2
Healthy Homes Initiative	1800	2011/2012	Lost		2
Western Central Assoc of Planners	750	2012	Booked		2
The Evangelical Church	50	2011	Pending	5/2011	3
Legal Seminars International	80	2011	Booked		3
National Volk Sport Association	3500	2015	Pending	8/2011	3
City Planning Conference	100	2011	Booked		3
UMACHA	100	2011	Booked		3
BMW Motorcycle Owners of America	6000	2013	Pending	7/2011	3
Alpha Delta Kappa	12	2012	Booked		3
Opportunity Knocks	60	7/2011	Pending	6/2011	3
Livestock BIO Tech Summit	660	9/2012	Pending		3
Mary Kay Cosmetics	360	2013	Pending	6/2011	4

Mary Kay Cosmetics	360	2014	Pending 6/2011	4
Building Bridges (Film making group)	600	10/2011	Pending 6/2011	4
U. of ND Tribal Justice Council	75	8/2011	Booked	4
Christmas on Ice Show	216	12/2011	Booked	4
Sports – Magic City 3 on 3	100	7/2011	Booked	4
160 th Special Operations Military Mtg	75	8/2011	Booked	4
Girl Scout Regional Convention	400	3/2012	Booked	4
EPA – Board Meeting (Hotel Lobbyists)	150	8/2012	Pending 8/2011	4
Christian Meetings & Conventions	800	4/2012 or 13	Pending 6/2011	4
National Wrestling Coaches Assoc.	800	7/2012	Pending 6/2011	4
Assoc. of Public Treasurers	750 each year	7/13 and/or 15	Pending 9/2011	4
Montana Photographers Assoc.	300	5/2012	Booked	4
Sun Fun Tours	12		Pending 9/2011	4
Non-Profit Users Group	300	10/2011	Pending 8/2011	4
Montana Chiropractors Assoc.	300	5/2012	Booked	4
Anti-Bullying Convention	250	4/2012	Booked	4
Montana China Painters Ann. Conv.	200	4/2013	Booked	4
24 th Annual Tanks Conf. & Expo	1100	9/2013	Pending 7/2011	4

Presentations	Results	Quarter Presented
BITB presented to Downtown Exchange	BITB Informational	1
CVB Presentation to Premier Professional Network	Informational	1
BITB Booth and Presentations at Annual Meeting	BITB Informational	2
BITB Presented to MT Federal Credit Union Assoc.	BITB Informational	2
National Song Writer Festival 2011	BITB Informational	2
Hello MT TV Interview	BITB Informational	2
Downtown Rotary	BITB Informational	2
MT Coaches Association	Billings Presentation	2
Chamber Board	TTA Presentation	2
Kiwanis	BITB Informational	2
MT Stockgrowers	Welcome Presentation	2
Park City High School	Economics of Tourism in Yellowstone County	4
Scenic Drive Media Event	Launch Scenic Drive to City	4

Site Tours	Room Nights	Year	Action	Quarter Toured
MT Dept of Corrections	800	2011	Booked	1
American Ring Travel, Inc.	Tour Operator	n/a	General Information	1
HPN Forensic Science Initiative	1,169	2011	Lost	2
MT Non-Profit	500	2011	Booked	2
National Meeting Planner FAM	n/a	n/a	General Information	4
Catholic Daughters of the Americas 1800		2014	Booked	4

Publicity	Quarter Visited
Six National Journalists, FAM partnership with MTOT	1
Journalist from <i>East Cobber</i> , Georgia	1
German Journalist, writes for AP type agency in Germany w/ approx. 300,000 readers.	1
Danish Journalists (2) – write for two separate publications.	1
Brewery Author published by National Geographic	2
RMI International FAM	3
American Athletic Union State Conference – Break Sponsor	4
China FAM – Partnership with MTOT to present to 13 Chinese Tour Operators and Journalists <i>The London Times</i>	4
Is doing a feature on Custer	4

Lost Business	Reason	Year	To
American Express Sales Meeting	Resort	2010	Coeur d’Alene, ID
Nat’l Assoc. of Elder & Sp. Needs Atnys	Accessibility-Not enough flights	2012	Denver, CO
National Fireworks Association	Board President’s Home City	2011	Springfield, MO
National Fireworks Association	Successful Host City from Past	2013	Fond du Lac, WI
Lactalis American Group	Accessibility-Not enough flights	2011	Denver, CO
National Public Records Research Assoc.	Accessibility-Not enough flights	2012	Denver, CO

The Wildlife Society	Board Decision	2014	Hawaii
National Senior Games Board Mtg	Cancelled	2010	N/A
Kauffman and Associates	Funding Cancelled	2010	N/A
35 th Infantry "Cacti" Reunion	Hotel F & B Policy	2012	Colorado Springs
Tekakawitha Conference	Chose a larger city	2015	St. Louis, MO
National Indian Education Association	HIGM not big enough	2014	Phoenix, AZ
Healthy Homes Initiative	Planners Daughter attends MSU	2011/2012	Bozeman, MT

Advertising Campaign in Place	Description	Duration
July Event Promo	Promoting several big events in Billings to the region	July 14-23
Concert Craze	Promoting live music in Billings to the region	July 23-August 21
1/3 Disaster Grant Placement	Promotion of MontanaFair to region	July 14 – August 21
1/3 Disaster Grant Placement	"Tornado Schmornado" Promotion	Aug 10 – Sept 10
September Regional Leisure	"Enjoy-Dream-Relax-Repeat" Promotion	Sept 1 – 30
Oct/Nov Shoulder Regional	Holiday Warm Up "Shop-Splurge-Unwind-Repeat"	Oct – mid Nov.
Nov/Dec Shoulder Regional	Holiday "Shop-Splurge-Unwind-Repeat"	Mid Nov-Dec.
1/3 Disaster Grant Placement	Billings is open for business meetings focus	Winter/Spring
Jan Shoulder Regional	Winter Escape "Escape, Dine, Unwind, Repeat"	Jan
Feb/Mar Regional	"Stay and Play"	Feb 1 – Mar 31
April/May/June	"Explore-Capture-Click-Repeat"	Apr 1 – June 30
April/May/June	Facebook Marketing "Fan Promo"	Apr 1 – June 30
June	2/4 Wheel Promotion launching in June – AMA. Ride Drive Explore Repeat, Promoting Beartooth Highway as the #1 Motorcycling Road. June – Aug.	

DVD Usage

Contact	Organization	Version	Link Use Approved & Sent	Notes
Darlene Tussing	Bike Net	L	KM-3/10/11	
Marita Harold	Airport	L	KM-3/10/11	DVD Delivered for use on monitors in baggage area
Bobbi Bybee	The Josephine	L	KM-3/10/11	
Keith Beeman	SD2	L	KM-3/10/11	Offered DVD if they ever need it
Mark Seitz	Autobahn Motorwerks	L	KM-3/10/11	Offered DVD if they ever need it
Tim Mazzaferro	IRET Properties	L	KM-3/10/11	
Ron Thom	Prudential Floberg	L	KM-3/10/11	
Liana Susot	Big Sky State Games	L	KM-3/10/11	
Steve W.	BW Clocktower	L	KM-sent previously	
Margaret	MT CPA's	L/M	KM-sent previously	
Pat Schindele	Prudential Floberg	L	KM-3/10/11	
Jeanne Manske	Billings Clinic	L	KM-3/10/11	
Ron Spence	BHCC	L/M	KM-3/16/11	
Amanda	Ylwtstn Baptist College	L	KM-3/16/11	
Laurel Parsons	TOPS	L	KM-3/15/11	Provided DVD to Laurel to use for att building for 2012 conf in blgs
Erin Kennedy	Residence Inn	L	KM-3/16/11	
Linda Howard	Pictograph Caves	L	KM-3/16/11	Offered DVD if they ever need it
Teresa Lechner	HuHot	L	KM-3/17/11	
Sheri Olson	LaQuinta	L	KM-3/17/11	
Darla Bruner	Pictograph Caves	L	KM-3/17/11	Offered DVD if they ever need it
Chris Ervin	Ylwtstn Business Acquisitions	L	KM-3/22/11	
Jeff Walters	Stillwater Leasing	L	KM-3/22/11	
Ron Yates	Eide Bailey	L	KM-3/22/11	
Michael Sanderson	Sanderson Stewart	L	KM-3/22/11	
Lisa Harmon	Downtown Billings	L	KM-3/22/11	
Sean O'Donnell	Cablevision	L	KM-3/22/11	
Karen Fagg	Dowl HKM	L	KM-3/22/11	
Greg Kohn	Rocky Mntn College	L	KM-3/22/11	
Mike Schaer	Computers Unlimited	L	KM-3/22/11	
Cozi Wanner	Kahn Hotels (Howard Johnson)	L	KM-5/18/11	
Gloria Wester	Laurel Outlook	L	KM-5/18/11	

Sandra Hawke	MetraPark	L	KM-5/18/11	
Michelle Liu	Boothill Inn	L	KM-5/18/11	
Renee Christianson	MT Fun Adventures	L	KM-5/18/11	
Rebecca Jordan	Bighorn Resort	L	KM-5/18/11	
Barry Jeide	US Bank	L	KM-5/18/11	
Shayla Reynolds	Carlin Hotel	L	KM-5/18/11	
Independent Insurance Agents		L	JEK -6/30/11	Convention Promo

Groups Serviced / Servicing	Service Provided	Quarter Serviced
MT Dental Hygienists	300 Convention Packets	1
Gold Wing Touring Association	220 Convention Packets, multiple events supported, BBQ Sponsored	1
Blue Knights International	300 Convention Packets, multiple events supported, BBQ Sponsored	1
Big Sky State Games	500 Packets, Welcome Serves, Marketing Support	1
Jewell of Big Sky Appaloosa Horse Show	100 Packets	1
MT Stockgrowers/Chase Hawks	Facilitated meeting between groups to cont. events @ Metra.	1
Armrestling Championship	100 Convention Packets, Misc. Services	1
Yellowstone River Conservation District	100 Convention Packets	1
MT Celiac Society	75 Convention Packets	1
Family Reunion	50 Packets	1
International CAT Convention	300 Convention Packets	1
Passages	50 Packets	1
Wedding	100 Packets	1
MACO	200 Packets/Welcome Booth	1
Violence Task Force	150 Packets	1
Gazette Meeting	170 Packets	1
Get up and Dance	125 Packets	1
Billings Stanley Violence Task Force	150 Packets	1
Billings Gazette Executive Meeting	170 Packets	1
Montana Association of Counties	300 Packets and an info booth	1
MSU-Billings	35 Packets	2
National Weather Service	120 Packets	2
CPA Society Board Meeting	14 Packets	2
MT Assoc of Conservation Districts	200 Packets	2
Johnson O'Malley Conference	400 Packets	2
Easter Seals Community Service Fair	250 Packets	2
Talgarsky Tours	35 Packets	2
MT Stockgrowers Assoc	500 Packets and Info Booth	2
International Ag Exchange Assoc (IAEA)	40 Packets	3
MRPA (Parks & Rec)	Preliminary Servicing Meeting	3
BMW Motorcycle Owners of America	Letters of Support	3
TOPS (Taking Off Pounds Responsibly)	75 Maps and a Leisure Video for attendance building (Conf. in Blgs 6/2012)	3
Ducks Unlimited	100 Packets	3
Canadian Women's Shopping Group	55 Packets	3
MT Licensed Clinical Professional Counselors Assoc.	50 Packets	3
MT/WY Tribal Leaders	300 Vacation Guides, Maps, and Tribal Brochure	4
American Soc. of Women Accountants	80 Vacation Guides, Bags, Maps, DT Coupons	4
Magic City Optimists Club	125 Vacation Guides, Bags, Maps	4
American Power Dispatchers Assoc	30 Vacation Guides, Bags, Maps	4
Boise Cascade	100 Vacation Guides, Maps, Coupons, Their Bags	4
Native American Development	200 Vacation Guides, Maps, Bags, Tribal Brochures	4
TSA	18 Vacation Guides, Maps, Bags	4
Family Reunion	20 Vacation Guides, Maps, Bags	4
Frank Covucci Tours	25 Vacation Guides, City Maps, 2 Wheel Maps	4
Production West	20 Vacation Guides, City Maps	4
MT Society of CPA's	200 Vacation Guides, Maps, Coupons	4
Grand Chapt. Easterstar Masons	500 Vacation Guides, Maps	4
Motorcoach Group	17 Vacation Guides, Maps, Coupons	4
Trail Blazers Meeting	50 Vacation Guides, Maps, Brochures	4

Total Packets as of July 1, 2011: 7,019

Attendance	Reason	Quarter Attended
DMAI - Joan	CDME Education/Tradeshow	1
Connect – Tom	One on One Meeting Planner Show	1
ASAE – John/Chris	Tradeshow	1
MT Stockgrowers/Cattle Crawl - Joan	PR	
TBID Statewide Meeting – JB/JEK	PR	1
Montana Assoc of Counties - JEK	PR	1
Montana Non Profit Assoc - TK	Attendance Building	1
Montana League of Cities and Towns – TK	Attendance Building	2
TAC – JB	State Meeting	2
Rejuvenate – TK	Religious one on one meeting planner show	2
TEAMS – JEK	Sports Tradeshow/one on one appointments	2
NTA-JEK	Tour Operator One on One Appointments	2
Regions/CVB Meeting Helena – JB	State Info Meeting	2
MSAE Lunch and Holiday Party –JEK,TK	PR	2
Helms Briscoe – JEK, TK	One on One Meeting Planner Show	3
MSAE January Meeting – JEK, BM	PR	3
TAC – JB, JEK, NM	State Meeting	3
Destination Showcase D.C.– JEK	Tradeshow	3
CDME Training D.C. – JEK	Education	3
RMI Round up Rapid City – KM	International Sales	
MIC Denver, CO– JEK, TK	Tradeshow/Pre-event	3
Conference Direct Wash DC– JEK	One on One Meeting Planner Show	3
Governor’s Conference, Helena, MT –KM	State Meeting	3
MSAE, Helena, MT – JEK	Lunch Sponsor	4
MSAE, Big Sky, MT – JEK	State Convention	4
TAP, Louisville, KY – JEK	One on One Tour Operator Appointments	4

Marketing & Sales PACE Report

Citywide Meetings and Conventions

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1	1		1		1		1	1		1	1	8
Actual		1		1	0	0	1	1	0	0	0	0	4
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1500	1500		1500		1500		1500	1500		1500	1500	11,000
Actual		2400		3500		0	1150	900	0	0	0	0	7,950

Small Bookings

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1	0	2	1	1	1	2	1	0	1	1	0	11
Actual	1	1	2	2	2	0		2	2	2	2	5	21
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	325	325	700	325	325		700		325	325	325	325	7,000
Actual	50	500	1150	550	150	0		200	762	291	475	1150	5,278

Sporting Events

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal										1			1
Actual										0	1	0	1
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal										2000			2,000
Actual										0	100	0	100

Total Bookings

Bookings	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	2	2	1	3	1	1	1	1	2	2	2	2	20
Actual	1	2	2	3	2	0	1	3	2	2	3	5	26
Room Nights	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	1825	1825	700	1825	325	1500	700	1500	1825	2325	1825	1825	20,000
Actual	50	2900	1150	4050	150	0	1150	1100	762	291	575	1150	13,328

Leads

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	10	10	10	10	10	10	10	10	10	10	10	10	120
Actual	7	13	6	13	22	5	115	18	30	6	7	36	278

Unique Visits: visitbillings.com

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	25k	20k	15k	10k	10k	10k	10k	10k	15k	15k	15k	20k	175,000
Actual	3275 5	3181 8	27,018 8	15,494 4	15,704 4	14,599 9	14812 2	15,149 9	16,099 9	16,920 0	26,081 1	24,070 0	250519
Avg. Session Time	6m 47s	6m 52s	8m 09s	10m 25s	10m 16s	11m 10s	11m 42s	11m 03s	11m 40s	10m 27s	7m 12s	8m 21s	9m 34s

Stakeholder Survey

2008-09 2009-10

79%	66%
-----	-----

Room Demand Reported on **Calendar Year 2010**

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0%
Actual	-8.2	-0.8	1.8	-6.9	0.0	1.4	6.7	7.8	10.8	8.9	18.8	2.8	3.7%

Room Demand Reported on **Calendar Year 2011**

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	0%
Actual	4.2	1.9	-0.1	13.3	2.3								4.3%

- Aug - Catholic Daughters (2400 rns)
- Oct - Women of Faith 2012 (3500 rns)
- Dec - AIANATA 2012 (1150 rns)
- July - US Navy Reunion July 2012 (900 rns)
- July - TBI Bus Tour - 50rn's
- Aug - Montana Non-Profit (500 rns)
- Sept - MT Dept Corrections (800 rns)
- Sept - MT/ID Landscape Arch (350 rn)
- Oct - Conference Direct Board Meeting (25 rns)
- Oct - USS Naval Reunion (900 rns)
- Nov- Healthy MT Kids Initiative (90 rns)
- Nov- MN, DK Coaches (60 rns)
- April - City Planning Conference (100rms)
- Sept - Upper Midwest Automated Clearing House Assoc (100 rns)
- Mar - Western Central Assoc of Planners (750rns)
- Mar - Alpha Delta Kappa (12rns)
- April - U of ND Tribal Justice Council (75 rns)
- April - Christmas on Ice Show (216 rns)
- May - Girl Scout Regional Convention (400 rns)
- May - 160th Special Op Military Mtg (75 rns)

- May - Magic City 3 on 3 (100 rns)
- June - TAC Meeting (100 rns)

June - MT Photographers (300 rns)
June - MT Chiropractors (300 rns)
June - Anti-Bullying Conv. (250 rns)
June - MT China Painters (200 rns)

Citywide Meetings/Conventions: Three or more hotels (approx 350 peak RN) and approx. 8,000 sq. ft mtg space.

Small Bookings: One hotel used with less than 250 peak RN.

Sporting Event: Sports oriented event using any local venue

Definite Bookings: Organization is holding their function in Billings with letter of intent on file.

Rooms Nights: Number of rooms booked over the course of the event.

Qualified Lead: Client shows interest in destination, RFPs, request dates and/or space. This total includes individual hotel event leads that would be solely contained at an individual property.

Stakeholder Survey: Annual evaluation ranking on a 10-point scale of specific marketing programs effectiveness.

Room Demand: Growth in citywide room demand based on Smith Travel Research report.