



**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  
June 9, 2011  
Chamber Board Room – 8:30am**

- I Call to Order – Chris Johnson
- II Public Comment on Items Not on The Agenda (comments limited to 3 minutes per speaker)
- III Approval of May 12, 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. Board Nominations
  - b. Board Officers      ACTION
  - c. BMW Bid Update
- VII New Business      20 Min
  - a. Tourism Transportation/DBP Partnership Potential
  - b. Bylaws Review Task Force “Property must be open for business and collecting the TBID fee to be eligible for a board position.” Etc
  - c. Policies Review Task Force
- VIII Marketing/PACE Update pages 6-13      15 Min
  - a. Mobi site
  - b. Visitor Guide/TTA/Scenic Drive
- IX Adjourn

**Future Meeting Dates:**

- July 14, 2011
- August 11, 2011
- September 8, 2011

## **TBID Board of Directors Minutes – May 12, 2011**

**Board Members Present:** Chris Johnson, Shelli Mann, Steve Wahrlich, Cheri Milne, Joyce Bratland, Ben Kerns, Ginny Hart

**Board Members Absent:** None

**Ex-Officio member Present:** Chris Ervin

**Staff Present:** John Brewer, Jennifer Pinnow, 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 April 5, 2011 Board Minutes.

MOTION: Steve motioned to approve the minutes; Ginny seconded; motion carried.

### **Approval of Financial Report**

Request for a motion to approve April Financial Report.

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

### **Budget/Marketing Plan**

Kelly reviewed the 2011-2012 Marketing Plan and Budget. The Board discussed the need to continue to evaluate how to better measure performance when spending money in general areas. This also needs to take into consideration longevity when evaluating whether to consider continuing to invest in certain areas.

Request for a motion to approve the 2011-2012 Marketing Plan and Budget.

MOTION: Ginny motioned to accept; Shelli seconded; motion carried.

### **Old Business**

#### **Legislative Update**

Steve stated that the Governor vetoed HB 316 & HB 317. At the state hotel association level action is being considered to reemphasize the importance of supporting tourism activities in Montana. They anticipate spending time over the next 18-20 months facilitating dialogue with and providing education for the Montana legislative contingency.

#### **Grant Application Review**

Joyce reviewed the grant application. The deadline is June 1, 2011 and the application is available at [www.visitbillings.com](http://www.visitbillings.com).

### **New Business**

#### **Board Nominations**

Cheri and Chris's 1<sup>st</sup> terms are expiring June 30, 2011 and are eligible for reappointment.

The city paperwork and deadline for submittal are available online. YCLA has distributed information to its members.

#### **Board Officers**

Anyone interested in being an officer is to contact John or Chris Johnson. Elections will be held at the June TBID Board meeting.

#### **Chamber/CVB 2011-2012 Priorities**

Bring It To Billings remains a major priority. Other items affecting the TBID include Trails, Gateway Hospitality Corridor, and developing Billings as an Energy Development Hub.

**Marketing/PACE Update**

Kelly reviewed the PACE Update and Marketing Projects including the Visitor's Guide (anticipated 5/27/11), mobile website (anticipated end of May), and Scenic Drive Signage (anticipated complete 5/20/11).

**BMW Motorcycle Event**

Potentially held in Billings July 2013. John and Chris are currently working with the event planners and may be coming to the Board with an incentive proposal to fulfill their requirement to generate revenue from beer sales and act as hosts in the beer garden. John, Chris and Joan are working with BMW decision makers to resolve items they consider deal breakers. This event would generate 2,000-3,000.

There being no further business, meeting adjourned at 9:35 AM

Submitted by Jennifer Pinnow

Billings Tourism Improvement District  
Profit & Loss 7/1/10 to5/31/11

	<u>May 11</u>	<u>Budget</u>	<u>Jul 10- May 11 Actual</u>	<u>Jul 10 -May 11 Budget</u>	<u>Annual Budget</u>	<u>Jul 09-May 10 Actual</u>
<b>Income</b>						
4001100 · TBID Assessments	1,936.00		743,751.62	725,000.00	725,000.00	552,361.21
4001500 · Miscellaneous Income	145.50		2,726.15	0.00		2,220.65
<b>Total Income</b>	<b>2,081.50</b>	<b>0.00</b>	<b>746,477.77</b>	<b>725,000.00</b>	<b>725,000.00</b>	<b>554,581.86</b>
<b>Expense</b>						
<b>5001000 · Staff Expenses</b>						
5007000 · Wages	10,730.01	11,000.00	111,383.59	116,430.00	127,430.00	96,550.79
5007100 · FICA Expense	727.26	800.00	7,583.37	8,278.00	9,078.00	6,616.20
5007200 · Unemployment Expense	212.46	175.00	1,521.69	1,876.00	2,051.00	1,132.27
5007400 · Health & Accident Expense	2,124.27	1,865.00	17,522.83	18,867.00	20,732.00	12,056.01
5007500 · Retirement Expense	584.01	585.00	6,582.61	6,555.00	7,280.00	6,373.67
5007700 · Workers Compensation Expense	80.00	120.00	820.00	1,309.00	1,429.00	941.00
<b>Total 5001000 · Staff Expenses</b>	<b>14,458.01</b>	<b>14,545.00</b>	<b>145,414.09</b>	<b>153,315.00</b>	<b>168,000.00</b>	<b>123,669.94</b>
<b>5009000 · Administrative Expenses</b>						
5009200 · Computers	900.00	900.00	2,916.81	2,500.00	2,500.00	2,569.50
5009300 · Equipment & Repair Expense	464.78	250.00	1,682.48	3,750.00	4,000.00	446.45
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	415.19	420.00	5,426.85	6,720.00	7,300.00	5,355.18
5009700 · Office Supplies	99.98	0.00	2,784.62	1,850.00	2,000.00	1,358.31
5009750 · Postage	116.58	175.00	2,350.66	1,850.00	2,000.00	1,982.68
5009800 · Professional Training	295.00	0.00	306.13	3,000.00	3,000.00	3,251.44
5009850 · Legal and Accounting	0.00	675.00	7,627.00	8,100.00	8,100.00	11,861.00
5009900 · Telephone/Wireless Equipment	221.58	200.00	2,326.36	2,300.00	2,500.00	1,480.48
<b>Total 5009000 · Administrative Expenses</b>	<b>2,513.11</b>	<b>2,620.00</b>	<b>27,402.91</b>	<b>32,570.00</b>	<b>33,900.00</b>	<b>34,279.65</b>

5150000 · Marketing Expenses

5151000 · Advertising	11,844.68	18,020.00	193,103.57	202,580.00	212,300.00	62,835.39
5151500 · Film Recruitment	0.00	0.00	0.00	0.00	1,000.00	49.65
5151700 · Group Service	450.00	1,000.00	7,440.36	14,300.00	14,300.00	0.00
5152000 · Opportunity	9,200.00	0.00	32,575.00	40,000.00	51,000.00	65,094.87
5152500 · Printed Materials	30,277.44	5,600.00	56,556.91	62,300.00	62,500.00	29,403.96
5153000 · Publicity	2,371.05	1,500.00	34,129.20	36,500.00	36,500.00	6,475.57
5153500 · Research	0.00	0.00	0.00	0.00	0.00	55,153.97
5154000 · Sales Expenses	457.81	9,000.00	35,728.95	51,000.00	51,000.00	10,637.38
5154500 · Site Visits	0.00	0.00	0.00	0.00	0.00	3,204.99
5155000 · Tradeshows/Conventions	3,806.89	4,900.00	57,915.07	60,400.00	61,600.00	28,547.01
5156000 · Visitor Information Center	123.00	400.00	356.29	1,250.00	1,500.00	686.76
5156500 · Web Site	1,847.55	3,000.00	9,180.89	19,500.00	20,000.00	25,324.00
<b>Total 5150000 · Marketing Expenses</b>	<u>60,378.42</u>	<u>43,420.00</u>	<u>426,986.24</u>	<u>487,830.00</u>	<u>511,700.00</u>	<u>287,413.55</u>
<b>Total Expense</b>	<u>77,349.54</u>	<u>60,585.00</u>	<u>599,803.24</u>	<u>673,715.00</u>	<u>713,600.00</u>	<u>445,363.14</u>
	<u>75,268.04</u>	<u>60,585.00</u>	<u>146,674.53</u>	<u>51,285.00</u>	<u>11,400.00</u>	<u>109,218.72</u>

Cash	Current Month	Last Month	Last Year
Unrestricted	179,940	255,209	94,807
Restricted	25,000	25,000	25,000
<b>Total Cash</b>	<u>204,940</u>	<u>280,209</u>	<u>119,807</u>

**CVB Activity Report**

<b>Booked</b>	<b>Room Nights</b>		<b>Month/Year</b>	<b>Location</b>	<b>Quarter Booked</b>
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 Architects Reg. Mtg	350	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 <sup>th</sup> Special Operations Military Mtg	75		8/2011	TBD	4
Girl Scouts Regional Convention	400		3/2012	TBD	4

<b>10-11 Bids/RFP's</b>	<b>Room Nights</b>	<b>Year</b>	<b>Status</b>	<b>Decision Date</b>	<b>Quarter Bid</b>
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 <sup>th</sup> 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 <sup>th</sup> 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

<b>Presentations</b>	<b>Results</b>	<b>Quarter Presented</b>
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

<b>Site Tours</b>	<b>Room Nights</b>	<b>Year</b>	<b>Action</b>	<b>Quarter Toured</b>
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

<b>Publicity</b>	<b>Quarter Visited</b>
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> Is doing a feature on Custer	4

<b>Lost Business</b>	<b>Reason</b>	<b>Year</b>	<b>To</b>
American Express Sales Meeting	Resort	2010	Coeur d’Alene, ID
Nat’l Assoc. of Elder & Sp. Needs Attnys	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 <sup>th</sup> 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

<b>Advertising Campaign in Place</b>	<b>Description</b>	<b>Duration</b>
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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	Ylwnstn 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	Ylwnstn 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	

**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
Armwrestling 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

Total Packets as of June 1, 2011: 6,207

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



Billings Chamber of Commerce  
Convention and Visitors Bureau

## Marketing & Sales PACE Report

### Citywide Meetings and Conventions

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

### Small Bookings

<b>Bookings</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
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		16
<b>Room Nights</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal	325	325	700	325	325		700		325	325	325	325	7,000
Actual	50	500	1150	550	150	0		200	762	291	475		4,128

### Sporting Events

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

### Total Bookings

<b>Bookings</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
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	0	21
<b>Room Nights</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
Goal	1825	1825	700	1825	325	1500	700	1500	1825	2325	1825	182	20,000
Actual	50	2900	1150	4050	150	0	1150	1100	762	291	575	0	12,178
Leads													
<b>Bookings</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>Annual</b>
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	242
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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	32755	31818	27,018	15,494	15,704	14,599	14812	15,149	16,099	16,920	26,081		226449
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		N/A

Stakeholder Survey

2008-09      2009-10

79%	66%
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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									2.0%

Aug - Catholic Daughters (2400 rns)

Oct - Women of Faith 2012 (3500 rns)

Dec - AIANTA 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)

**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.