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Media Release

Billings Chamber/CVB 2009-2010 Strategic Priority Issues Focus on Gratitude

For Immediate Release:

Billings, MT, July 8, 2009: The Billings Chamber of Commerce/Convention and Visitors Bureau (CVB) has announced the organization's strategic priority issues for Fiscal Year 2009-2010. The new priorities reiterate the Chamber/CVB's mission and vision to nurture a healthy business climate, community and overall quality of life for area residents. These critical strategic issues were decided after meetings, surveys, and discussions between the Billings Chamber/CVB Board of Directors, members, and staff. The priorities are the newly adopted focuses of the organization for the next year and in some cases, beyond. The new priorities command living at Montana's Trailhead. Billings is Montana's Trailhead to all facets of positive growth and business as well as healthy lifestyles, recreation and tourism. This Fiscal Year, the Chamber/CVB is focusing on taking care of what we cherish. The 2009-2010 priority issues established will foster and cultivate the businesses, places and services that make the city an already wonderful place to live, work and play. Billings Chamber/CVB President and CEO John Brewer said, "The Billings Chamber/CVB continues to work on a very aggressive agenda for Billings' future." Brewer added, "We are focused on improving the economy for our 1,150 members who employ 44,000 area workers. We work to improve the quality of the business climate as well as life for our member businesses, employees and area residents."

The Billings Chamber/CVB is an organization that plays a vital role in maintaining a vibrant business community for the Billings' region. Membership dollars not only go to help members with networking, leadership and educational needs, but membership dollars also play a crucial role in the government affairs functions of the association. The Billings Chamber/CVB is excited to unveil the new priority issues.

The 2009-2010 Focus Issues



For Immediate Release - Billings Chamber/CVB Announces 2009-10 Priorities MORE

Taking Care Of What We Cherish: A Year of Gratitude

Trails
East End TIF District
Bring it to Billings
K-12 Education
Air Service
Unparalleled Service
Community Prioritization

A Closer Look...

Trails

Develop our trail system for the economic and healthy community benefits that result from active transportation (to work and school and for leisure). Communicate the quality of life and economic benefits to the business community and general public. Bring trail support groups and stakeholders together to find solutions to connect our trails and keep them clean and safe. Seek federal support through transportation and appropriations bills.

East End TIF District

Support revitalization to the area east of downtown to MetraPark through reviewing and taking action on: the master plan; annexation of county land to the City; and federal appropriations. Encourage walking and biking paths. Provide information to our membership.

Bring it to Billings

Increase non-resident meetings, conventions and events in Billings through working with local representatives from those groups. Those local representatives will open the door for the Chamber/CVB to "Bring it to Billings." Recognizing travel as a vital segment of the Billings economy we will develop a comprehensive local awareness campaign to generate leads and create an understanding of the value of travel to Billings. Individuals who assist in recruiting groups will become recognized. The key measurable objective will be booked business.

K-12 Education

Connect business to education to assist the school district in areas that improve the quality of education and educational facilities. We will work with the school district and the community to: develop a facilities plan; participate in the Budgeting for Results Committee; and review bond and mill levy requests to determine the Chamber/CVB's support. Communicate with community on funding complexities. Support Partners in Education and Junior Achievement. Assist in recruitment of board members with business experience.

Air Service

Quality air service in Billings affects all sectors of the business community. Billings is one of the best served small markets in the country. Our goal is to maintain direct air service to the nine destinations we currently enjoy. We will work with airport officials and community leaders to increase direct flights where needed and as opportunities arise. Assist with marketing to promote new destination service. Support the airport's needs assessment research.

Unparalleled Service

The Chamber/CVB staff will continue our quality membership care and find ways to improve upon the reasons that encouraged you to join in the first place. A thorough review of all offerings will allow us to phase out certain programs while adding value to others. You are the reason we exist and we are here to help you succeed regardless of the economic environment. You have told us you value networking, Leadership Billings, engagement in meaningful volunteer work and marketing opportunities.

Community Prioritization

Develop a list of community priority projects that all key strategic partners can agree on by taking the research from past projects and engaging residents. The priority projects will further “Montana’s Trailhead” brand. The projects will be diligently moved forward through completion. Common appropriations requests; state legislative funding requests, and a visit to a like-city will be part of the strategy for development.

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The Billings Chamber of Commerce/Convention & Visitors Bureau

“Our Vision is to achieve excellence in community leadership and growth.”

“Our Mission is to develop a strong business climate and vibrant economy by serving the community in a leadership role thereby enhancing the quality of life.”

“Billings is Changing. Your Chamber/CVB is Leading the Way.”

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