



Item: Tourism Business Improvement District (TBID) 2012/2013 Budget and Work Plan

From: Judy Burg, Fiscal Services Department

Initiated By: Tourism Business Improvement District Board of Directors

Presented By: Karen Schermele Venetz, Administrative & Marketing Director

Action Requested: Set Public Hearing for August 7, 2012

Suggested Motion:

1. Commissioner moves:

“I move that the City Commission set the public hearing for the 2012/2013 Tourism Business Improvement District Budget and Work Plan for August 7, 2012.”

2. Mayor calls for a second, discussion, inquiries from the public, and calls the vote.

Staff Recommendation: The TBID recommends that the City Commission set the public hearing for the 2012/2013 TBID budget and work plan for August 7, 2012.

Background: The Tourism Business Improvement District was established by Resolution 9792 on December 2, 2008. Its overall purpose is to utilize tax dollars through the TBID assessment and direct those monies for the purpose of promoting tourism, conventions, trade shows, and travel to the City of Great Falls.

According to State statute 7-12-1132 (3) MCA, the City Commission must hold a public hearing to hear any objections to the budget and work plan. Following the public hearing, the City Commission may approve the plan or request that amendments be made to it prior to levying an assessment on all properties within the district to defray the costs.

Concurrences: The TBID partners with several organizations to provide results and follow the overall purpose of the TBID. Fiscal Services staff is responsible for assessing and collecting the revenues.

Fiscal Impact: The TBID is projecting annual revenue for Fiscal Year 2012/2013 of approximately \$400,000 in tax assessment dollars.

The assessment will be according to the formula approved with the creation of the district:

- The applicable hotels shall be subject to an annual assessment of one dollar (\$1.00) per occupied room night as prescribed in Section 7-12-1133 (c), MCA

Alternatives: The City Commission could request the TBID Board for changes either to the Work Plan or the Budget.

Attachments/Exhibits: 2012/2013 Work Plan
2012/2013 Budget

Cc: Karen Schermele Venetz, Administrative & Marketing Director

GREAT FALLS TOURISM BUSINESS IMPROVEMENT DISTRICT

WORK PLAN FY- 13 – JULY 1, 2012 – JUNE 30, 2013

THE MISSION OF THE GREAT FALLS TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) IS TO GENERATE ROOM NIGHTS FOR LODGING FACILITIES IN THE CITY OF GREAT FALLS, MONTANA BY EFFECTIVELY MARKETING OUR REGION AS A PREFERRED TRAVEL DESTINATION

STRATEGIC COMPONENTS	PLANNING: 2011/2012
Electronic Marketing	<p>e-Marketing may include enhancements to the TBID website and the new CVB website. Possibly combining the TBID and GFALA websites. Marketing possibilities include; 1) a Mobile application of the new CVB website and the new 2012 Visitor's Guide (must somehow include the TBID), 2) Display advertising: the use of web banners or banner ads placed on third-party website, 3) Search engine marketing (SEM); a form of marketing that seeks to promote websites by increasing their visibility in search engine result pages through the use of paid placement or through the use of free search engine optimization techniques, 4) Search Engine Optimization (SEO); the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid search results, 5) Social media marketing; the process of gaining traffic or attention through social media websites such as Facebook, Twitter or LinkedIn.</p>
Leisure Marketing	<p>With the increase of in-state competition and the success of the MTOT out of state ad campaigns and the "Get Lost" campaign, it is imperative that the TBID continues to cultivate the achievements of its tourism partnerships. Those partnerships include but are not limited to; the GF CVB, Central Montana (Russell Country), GF International Airport Authority, GF Area Chamber of Commerce, GF Downtown Association, Business Improvement District, and City of Great Falls. The results of sharing insights with our tourism partnerships will continue to provide a fulfilling consumer experience for our Great Falls visitors. The TBID will 1) continue to partner with tourism partners, on publicity, promotion and marketing opportunities while facilitating a marketing strategy that will allow the combined resources the greatest opportunity to increase awareness of Great Falls as a preferred travel destination. 2) Included in the partnerships is combining efforts to reproduce the Great Falls Visitor's Guide, and produce welcome bags and Great Falls tourism promotional product to include in them. 3) The welcome bags are imperative to retaining events and gaining new events. We want each event to know we do not take their business for granted.</p>
Meeting, Convention / Event Sales	<p>Consideration of contracting with a part-time independent contractor to produce and secure</p>

	<p>credible leads. The TBID will 1) continue to partner with the GF CVB, the Mansfield Convention Center and the MT Expo Park to increase awareness of convention and event space in Great Falls, inclusive of all hotels as they contain meeting and convention space. The partnerships will 2) continue to develop marketing efforts that engages consistency and repetition to generate credible leads that will fill convention/event space and Great Falls lodging rooms. The TBID will 3) continue to partner with Central Montana and the GF CVB regarding attendance at consumer shows that create leads for over-night guests for Great Falls lodging properties. The TBID will 4) research possibilities of attending conventions to promote Great Falls as a convention/event destination. The TBID will 5) research ad placement in convention/event publications.</p>
<p>Opportunity Marketing & Community Enhancement</p>	<p>The TBID will 1) continue to work on development and seek partnerships for a city wide calendar of events. 2) Continue to provide the TBID stakeholders with a 2/x per year newsletter/report. 3) Improve on accountability measurements of TBID funded events. 5) Continue to host an annual "Tourism Partnership" retreat. 6) Maintain active participation with the GF CVB, Confero Sports Foundation, Mt. Expo Park, Mansfield Convention Center, Central Montana, Montana Office of Tourism, Tourism Advisory Council, GF Area Lodging Association, Downtown Action Alliance, GF Development Authority, GF International Airport Authority, and the City of Great Falls. The TBID will 6) maintain support of the GF Development Authority's Branding initiative, phases II & III. 7) Continue to support additional low-cost air carrier service to Great Falls in partnership with the GF Area Chamber of Commerce and the GF International Airport Authority. 8) Continue support of the City of Great Falls "Way-finding" enhancements and the Downtown Great Falls Association. 9) Continue promoting Great Falls as a preferred destination in a cohesive voice.</p>
<p>Sports Sales & Tournament Retention</p>	<p>The TBID will 1) continue to support the efforts of the Confero Sports Foundation, MT Expo Park, GF Public Schools and local community sporting groups to develop and retain sporting events. The TBID will 2) work to build on the foundation of the Confero Sports foundation <u>Impact of Sports Guide. (Calendar of events)</u> 3) Research promotion of sporting event venue's in Great Falls. 4) Expand on research of sporting events in other areas that could be held in Great Falls.</p>
<p>TBID Administration & Support</p>	<p>The TBID will 1) continue to contract with an Independent Contractor, serving as the Administrative and Marketing Director of the TBID. 2) The TBID Administrative and Marketing Director shall be charged with the general supervision and management of the business affairs of the TBID. 3) The TBID Administrative and Marketing Director shall so manage the affairs of the TBID as to promote the objectives for which the TBID is organized. 4) This person must maintain sound financial practices. 5) The Executive Director must be the Executive Director of a non-profit Convention & Visitor's Bureau. The Executive Director and the Administrative and Marketing Director are both non-voting positions. The Executive Director is a non-compensated position.</p>

GREAT FALLS TOURISM BUSINESS IMPROVEMENT DISTRICT					
BUDGET FOR FISCAL YEAR 2012-2013 (FY-13) July 1, 2012 - June 30, 2013					
	Budgeted	Spent	2013 Set Asides*	Balance	Percent of Budget
REVENUES					
Assessments	\$400,000.00			\$400,000.00	
Interest Income	\$1,022.00			\$1,022.00	
Convention & Visitor's Bureau				\$0.00	
Miscellaneous				\$0.00	
Total Revenues	\$401,022.00	\$0.00	\$0.00	\$401,022.00	
Electronic Marketing	\$12,000.00			\$12,000.00	3.00%
Leisure Marketing	\$28,000.00			\$28,000.00	7.00%
Meeting, Convention / Event Sales	\$72,000.00		\$5,000.00	\$67,000.00	18.00%
Opportunity Marketing & Community Enhancement	\$116,000.00		\$115,000.00	\$1,000.00	29.00%
Sports Sales & Tournament Retention	\$84,000.00		\$20,000.00	\$64,000.00	21.00%
TBID Administration & Support	\$88,000.00		\$65,000.00	\$23,000.00	22.00%
Total Expenditures	\$400,000.00	\$0.00	\$205,000.00	\$195,000.00	100.00%
Net Revenue/Loss					
* See Set Asides next page					