



Item: Tourism Business Improvement District (TBID) 2013/2014 Budget and Work Plan

From: Judy Burg, Taxes and Assessments

Initiated By: Tourism Business Improvement District

Presented By: Karen Schermele Venetz, Administrative & Marketing Director

Action Requested: Conduct Public Hearing and Accept the Tourism Business Improvement District 2013/2014 Budget and Work Plan

Public Hearing:

1. Mayor conducts public hearing, calling three times each for opponents and proponents.
2. Mayor closes public hearing and asks the will of the Commission.

Suggested Motion:

1. Commissioner moves:

“I move the City Commission (accept/reject) the 2013/2014 Tourism Business Improvement District Budget and Work Plan.”

2. Mayor calls for a second, discussion, and calls for the vote.
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Staff Recommendation: The TBID recommends the City Commission accept the 2013/2014 TBID budget and work plan.

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 2013/2014 of approximately \$420,000 in assessments 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 changes to the TBID budget and work plan.

Attachments/Exhibits: 2013/2014 Work Plan
2013/2014 Budget

Cc: Karen Schermele Venetz, Administrative & Marketing Director



Great Falls Tourism Business Improvement District

FY-14 Work plan – July 1, 2013 – June 30, 2014

Strategic Component: Electronic Marketing

1. Continue with a professional web development company to enhance the TBID website. Request a summary of statistics from the developer, and with the most current data move towards incorporating Search Engine Marketing (SEM) and Search Engine Optimization (SEO) to increase visibility in search engine result pages.
2. Continue support of the Great Falls Convention Visitor's Bureau (GFCVB) website. This website has become the portal to Great Falls.
3. With the support of a professional media placement company, place banner ads on third party websites (convention and event and sporting related sites) incorporating the new Great Falls brand.
4. With the support of a professional media placement company develop a Social Media strategy. i.e. set up a professional TBID Facebook page featuring convention, events, and sporting events in town. Once this page is developed and going well set up a TBID Twitter account. The Administrative Director has a professional LinkedIn page.

Strategic Component: Leisure Marketing

1. With the success of tourism in Montana in 2012 and the continued success of the GF TBID it is imperative that we continue to align efforts within our tourism community.
2. Tourism community partnerships include but are not limited to; GFCVB, Central Montana, GF International Airport Authority, GF Area Chamber of Commerce, GF Downtown Association, GF Business Improvement District, GF Development Authority, the City of Great Falls and Cascade County.
3. The TBID will continue partnerships in 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.
4. The tourism community partnership includes but is not limited to: a) The TBID as a resource in copy points and funding to reproduce the Great Falls Visitor's Guide; b) continue to work with the Downtown Chicks to fill Welcome Bags for selected convention/events; c) The TBID as a resource of the GF Visitor Information Center; d) continue support of media campaigns in Canada and for Frontier Airlines.

Strategic Component: Meetings, Convention and Event Sales

1. Continue to seek attendance at conventions promoting one-on-one meeting time with meeting/event planners.
2. With the support of a professional media company pursue ad placement/ad design in convention/event publications using the new Great Falls brand to promote consistency in Great Falls. Consider marketing in Canada.
3. Continue to partner with the GFCVB, the Mansfield Center and the MT Expo Park to increase awareness of convention and event space in Great Falls.
4. Feasibility study; a tool for community economic development.
 - a. The study will provide information necessary to determine whether a new indoor multi-purpose center or the expansion of an existing county or city facility makes sense to build in Great Falls, Montana.
5. Measurable results of TBID funded events;
 - a. Work more closely with funded events to ensure a fair return on investment to the TBID.
6. Continue to solicit associations, corporations using the Meeting Planner guide.
7. Produce a sporting event guide.
8. Arrange FAM trips for a associations and corporations who are seriously planning to book a convention/event in Great Falls.
9. The new calendar of events on the TBID website features occupied venue and lodging space will be instrumental in creating/negotiating bookings
10. Work with the GFCVB to bring in an event during a slow weekend (September –November) to fill rooms and provide additional funding for the CVB.
11. Consider hiring a photographer once per month to take photos of conferences, events, etc., to use with social media and ad placement.

Strategic Component: Opportunity Marketing and Community Enhancement

1. This has been an exciting category. The TBID's support of Frontier Airlines was instrumental in an agreement with Frontier to return for a second season.
2. Continue to provide stakeholders with one newsletter each year.
3. Maintain support of the GF Development Authority brand initiative.
4. Continue partnerships with the GF Area Chamber of Commerce and the GF International Airport Authority and other community leaders working on projects to enhance Great Falls as a travel and convention destination.
5. Continue to promote Great Falls as preferred travel and convention destination.
6. Continue to work to retain current business at all venues.
7. Rotate coordinating Superhost training each year with the GFCVB; FY-14 is the TBID's turn
8. Continue with speaking engagements promoting the TBID and opportunity tourism brings to our community and state.

Strategic Component: Sports Sales and Tournament Retention

1. Continue to support the Confero Sports Foundation as they extend their reach past the Pacific Steel and Recycling Four Seasons Sports Arena to include all sports and venues in Great Falls.
2. Continue to support of the MT Expo Park, GF Public Schools, and other local community sporting groups to develop new events.
3. Compile and produce a sports planning guide
4. With the support of a professional media company pursue ad placement /ad design in Sporting event publication

Strategic Component: TBID Administration and Support

1. Continue to contract with an Independent Contractor (IC) serving as the Administrative and Marketing Director of the TBID.
2. The Administrative and Marketing Director a) shall be charged with the general supervision and management of the business affairs of the TBID; b) shall so manage the affairs of the TBID as to promote the objectives for the TBID; c) maintain sound financial practices; d) prepare the annual Management Discussion & Analysis (MD&A) for the annual audit.
3. The Executive Director must be the Executive Director of a non-profit Convention & Visitor's Bureau and is a non-compensated position.
4. The Executive Director and the Administrative and Marketing Director are both non-voting positions.

GREAT FALLS TOURISM BUSINESS IMPROVEMENT DISTRICT					
BUDGET FOR FISCAL YEAR 2013-2014 (FY-14) July 1, 2013 - June 30, 2014					
	Budgeted	Spent	2014 Set Asides*	Balance	Percent of Budget
REVENUES					
Assessments	\$420,000.00				
Interest Income	\$1,100.00				
Miscellaneous					
Total Revenues	\$421,100.00				
COMPONENT					
Electronic Marketing	\$12,000.00			\$12,000.00	3.00%
Leisure Marketing	\$40,000.00			\$40,000.00	10.00%
Meeting, Convention / Event Sales	\$60,000.00		\$7,200.00	52800	14.00%
Opportunity Marketing & Community Enhancement	\$140,000.00		\$85,000.00	55000	33.00%
Sports Sales & Tournament Retention	\$75,000.00		\$17,250.00	57750	18.00%
TBID Administration & Support	\$93,000.00		\$65,000.00	28000	22.00%
Total Expenditures	\$420,000.00	\$0.00	\$174,450.00	\$245,550.00	100.00%
FY-2012-2013 set asides	\$87,140.00		\$87,140.00		
GRAND TOTAL	\$507,140.00		\$261,590.00		