****ATTENTION****

The City Council meeting will be held in a hybrid format that may include both in-person AND virtual attendance via Zoom. Unless they have cause to appear virtually, Councilmembers will attend the meeting in person in Council Chambers, second floor of City Hall, 220 N. 27th Street. In order to honor the Right of Participation and the Right to Know in Article II, Sections 8 and 9, of the Montana Constitution, the City of Billings and City Council are making every effort to meet the requirements of the open meeting laws.

Citizens are invited to:

- Review the Agenda Packet on the City's website at: www.billingsmt.gov and click on "Your Government," "City Council," and "Agendas & Minutes".
- View the meeting:
  - On Community 7 TV - Channel 7 or Channel 507 -- Spectrum Cable. *(On evenings when there is a conflict with School District No. 2 Board meetings, the City Council meeting will be broadcast on Channel 8 - Spectrum Cable.)*
  - Online at www.comm7tv.com and click on the "Watch Live" icon. Community 7 also has links to their Facebook page and YouTube channel.
  - On the City's website at www.billingsmt.gov and click on "Watch Meetings Online" on the homepage.
  - In-Person.
  - Virtually via Zoom (see the link below).

Citizens may submit public comment via the following methods:

- Mail: City Clerk, P.O. Box 1178, Billings, MT 59103
- Email: Council@billingsmt.gov.
  - Emails received after 3:00 PM on the day of the meeting, may be posted on the Council's webpage the following day for public viewing.
- Attend the meeting in person.
- Attend the meeting virtually through Zoom by entering the Webinar ID and Passcode indicated below. Click on *Zoom Meeting Instructions* and *Zoom Hybrid Meeting Details* below for more information. The link will allow you to attend, view and participate in the meeting on your computer, laptop or smart phone. (You must have the Zoom App on your device Click Here to Download Zoom App) To provide public comment at the appropriate time, click on the "raise hand" icon located at the bottom of the screen and the moderator will unmute your device.
  - **Don't have a smart phone, computer or laptop?** That's okay -- you can attend a Zoom meeting using your **landline phone.** Call the Zoom phone number, **1.253.215.8782** to join the meeting and follow the operator's instructions. Want to give public comment? Simply *"raise your hand"* by pressing *9 and the moderator will give you permission to speak when it is your turn. **Note this is a long distance toll number and charges may apply depending on your plan.*
- Click Here for Zoom Meeting IDs and Passcodes
- Click Here for Zoom Meeting Instructions for Attendees (as guests)

Please contact Denise Bohlman, City Clerk, at bohlmand@billingsmt.gov, or at 406.657.8210, with any questions.

CITY OF Billings

VISION STATEMENT:
"The Magic City: A diverse, welcoming community where people prosper and business succeeds."

SPECIAL WORK SESSION AGENDA

COUNCIL CHAMBERS | MAY 16, 2023 | 5:30 P.M.

CALL TO ORDER: Mayor Cole

PUBLIC COMMENT ON ALL ITEMS. This is the time to comment on any matter (Agenda or Non-Agenda) falling within the scope of the Billings City Council. There will also be time in conjunction with each agenda item for public comment relating to that item. You may only speak once for each item during the meeting.

Please note, the City Council cannot take action on any item of significant interest to the public that does not appear on the agenda. Comments are limited to three (3) minutes during each public comment period or as set by the Mayor. **Speaker sign-in required.** Please sign the roster at the cart located at the back of the Council chambers or at the podium.

1. **FY2024 Departmental Budget Presentations.**
   (Presented by: Andy Zoeller, Finance Director)

   - Parks, Recreation, and Public Lands
   - Building
   - Planning, Code Enforcement, and Community Development
   - Tourism Business Improvement District (TBID)

   -Public Comment

2. **Highlight Upcoming Agenda Items of Council Interest.**
   (Presented by: Chris Kukulski, City Administrator)
   -Public Comment

COUNCIL DISCUSSION:

PUBLIC COMMENT on "NON-AGENDA ITEMS". Speaker Sign-in required. (*Restricted to ONLY items not on this printed agenda. Comments are limited to 3 minutes or as set by the Mayor. Please sign the roster at the cart located at the back of the Council chambers or at the podium.)*

ADJOURN:

Note:

- This meeting is an "informal" meeting of the City Council. The content of the Agenda is subject to change at the meeting.
- In the event there is a Closed Executive Session, the sole purpose is to discuss litigation strategy. The other parties to the case(s) discussed are not public bodies or associations as described in Section 2-3-203(1) and (2), MCA. The meeting is closed, as allowed by Section 2-3-203(4)(a), MCA, "to discuss a strategy to be followed with respect to litigation when an open meeting would have a detrimental effect on the litigating position" of the City of Billings.

City Council Work Session

Date:	05/16/2023
Title:	FY2024 Departmental Budget Presentations
Presented by:	Andy Zoeller, Finance Director
Department:	Finance
Presentation:	Yes
Legal Review	Not Applicable

RECOMMENDATION

Staff will be present to provide FY24 departmental budget information to City Council. Council action will occur in June at a regular City Council meeting.

BACKGROUND (Consistency with Adopted Plans and Policies, if applicable)

Council will receive information about the FY24 budget over multiple work sessions. See attached presentations. Each department has provided an overview of their proposed FY2024 budget. The entire proposed FY24 budget can be found online at www.billingsmt.gov/finance. City Council will receive information from the following departments on May 16, 2023:

Parks, Recreation, and Public Lands
Building
Planning, Code Enforcement, and Community Development
Tourism Business Improvement District (TBID)

ALTERNATIVES

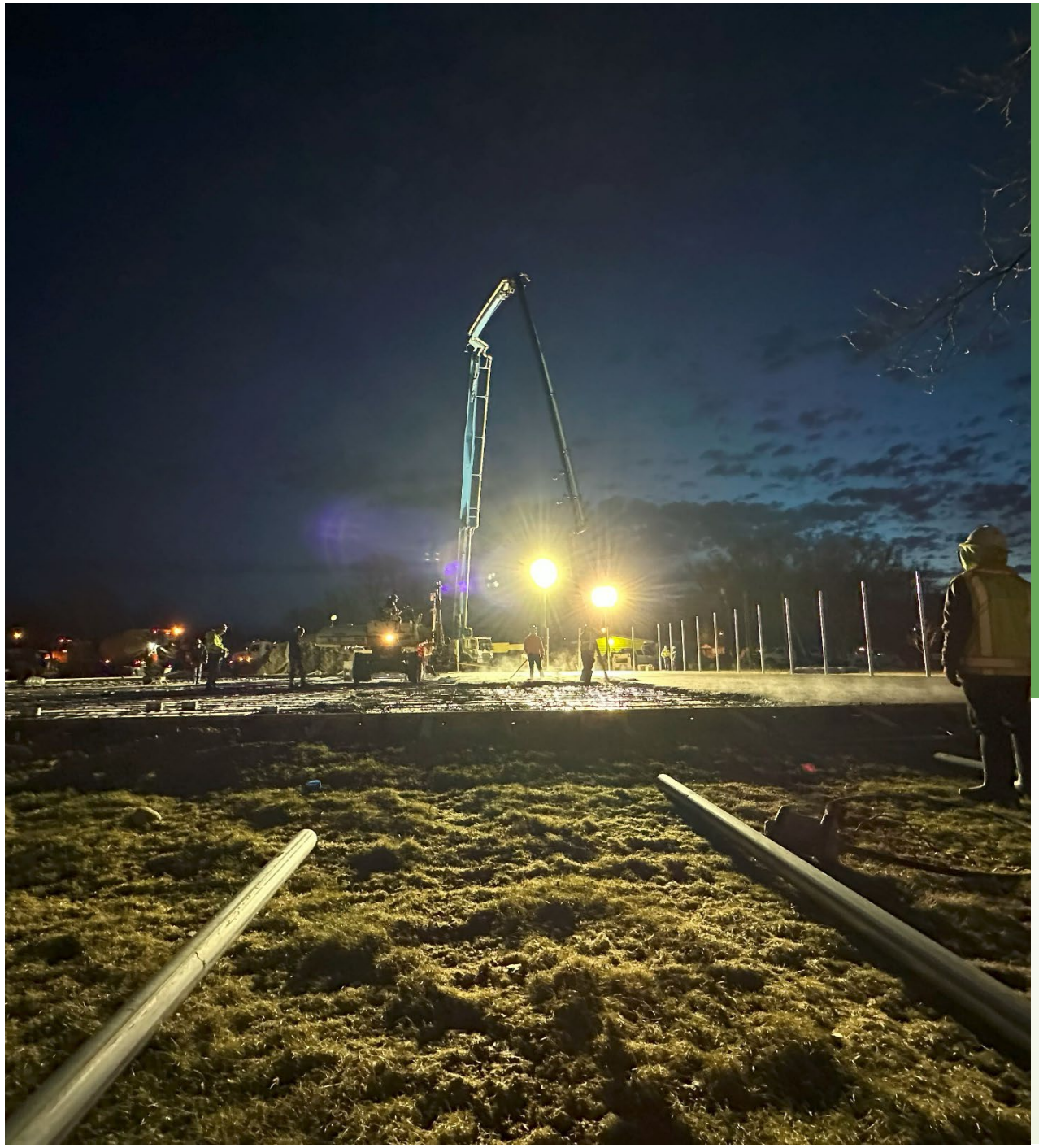
No Council action will be required at this meeting. Final adoption for the FY2024 budget is planned for a regular meeting in June.

FISCAL EFFECTS

The total FY24 proposed budget is $370,872,096, and an overview can be found on pages 1-13 of the proposed FY2024 budget. The budget can be found online at www.billingsmt.gov/finance

Attachments

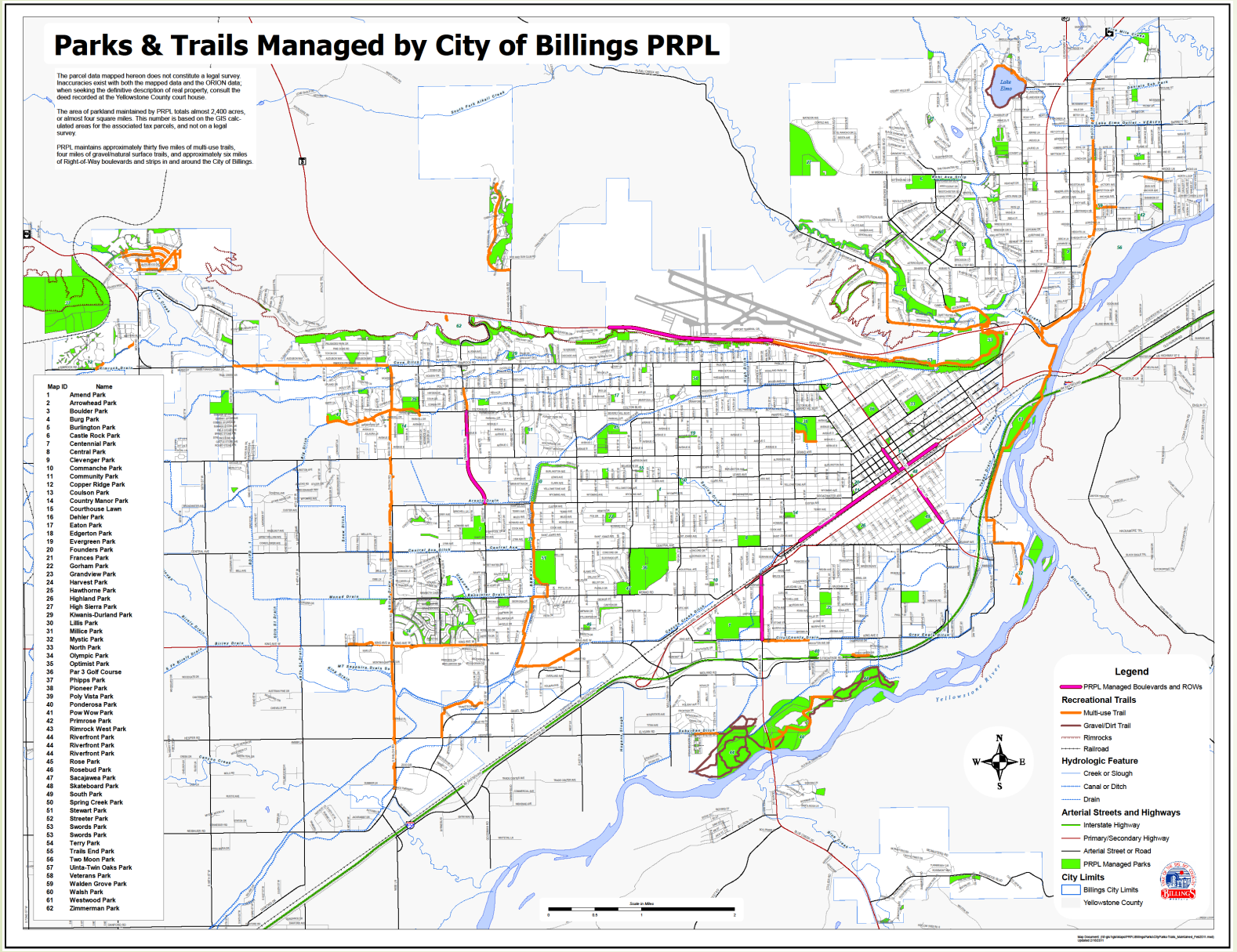
PRPL Presentation
Planning/CommDev/Code Enforcement Presentation
TBID Presentation
Building Presentation



FY 2024
Budget Presentation

Billings
PARKS
AND RECREATION

Our Parks and Trails



- 1,223 Acres of Developed Parks
- 1,213 Acres of Natural Area Parks
- 43 Miles Paved Multi-use Trails
- 10 Miles Soft Surface Trails
- 29 Restrooms

FY 2023 Highlights

Parks, Cemetery, Forestry Division



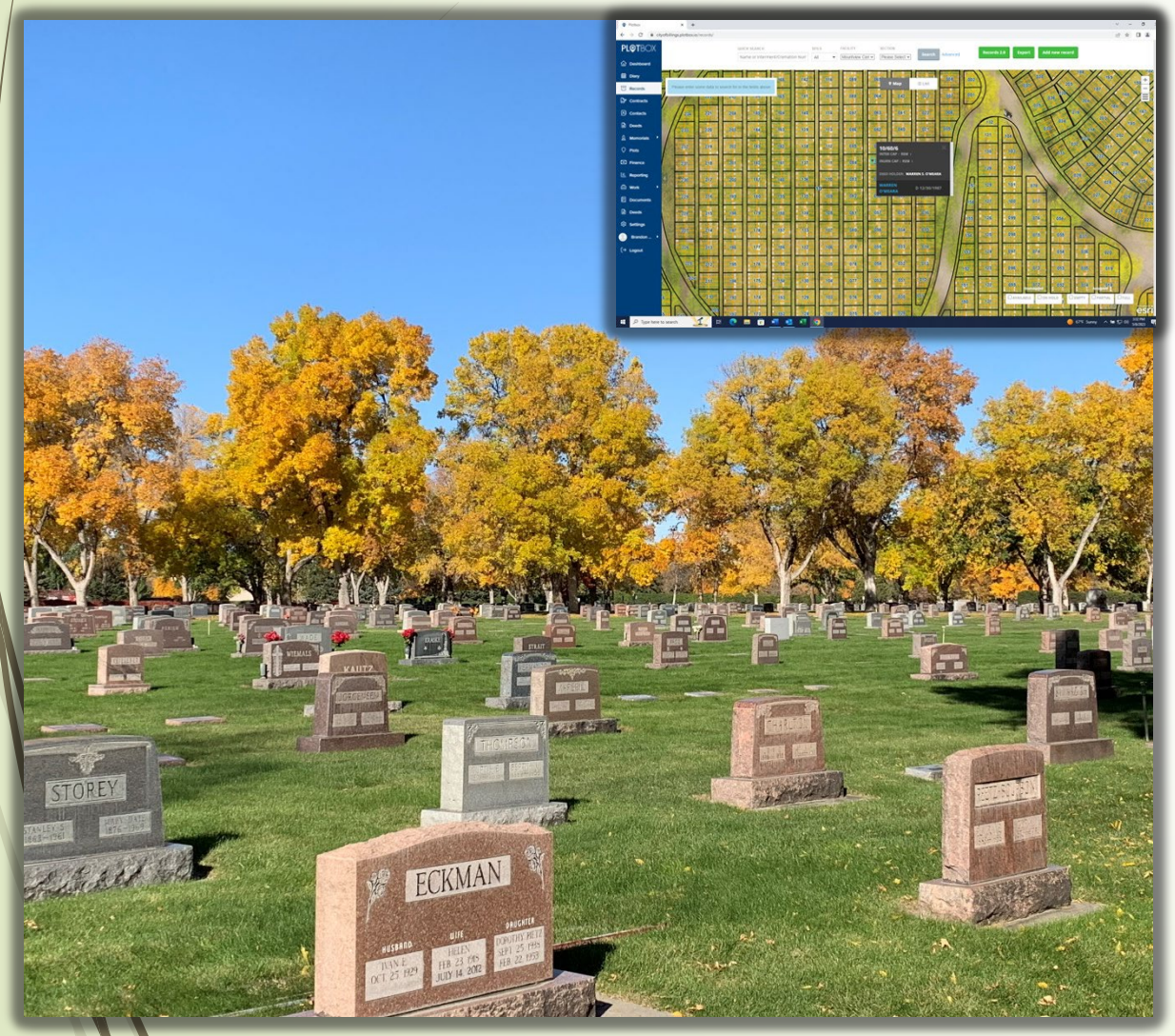
Reduced Water Consumption

- I.Q. Irrigation Controller
- Fertilization and Weed Control
- Staff Training
- Goal to lower consumption by 20%

2015	403,131 ccf
2016	254,461 ccf
2017	243,154 ccf
2018	164,434 ccf
2019	179,366 ccf

FY 2023 Highlights

Parks, Cemetery, Forestry Division



Plotbox

Scheduled to go Live on May 11, 2023

- Web-based and searchable database
  - Cemetery mapping and burial locations
- Staff efficiencies on iPad with access to:
  - Schedule services
  - Sell grave sites and track payments
  - Manage memorial installations
  - Generate reports

Mountview 5k

Saturday, November 4, 2023

- Run completely within Mountview Cemetery
- Proceeds to help pay for services in Veteran's Section
- Excess Funds used to repair existing Veteran's graves
- In partnership with 406 Race Series

FY 2023 Highlights

Parks, Cemetery, Forestry Division

Buckthorn Removal

- Riverfront Park 10 acres





Tree Planting

- Over 200 Trees Planted throughout the City

FY 2023 Highlights

Recreation Division



- **Miracle League of Billings (First Season Fall ‘22)**
- 35% Increase in Senior Wellness Programming
- 83% Increase in First Day of Summer Registration (April 1st)
- 21% Increase in Summer Registration for the month of April
- 60% Retention of Summer Seasonal Employees
- Rose Pool Vinyl Liner Replacement

FY 2023 Highlights

Summer 2022 Aquatic Operations



- 38 American Red Cross Certified Lifeguards
- 50,458 Admissions to Rose and South Pools
- 321 reduced price pool passes for low-income families
- 43,860 Concession Items Sold
- 88% increase in concession sales since 2019
- 706 American Red Cross Learn to Swim participants
- 424 Dogs helped us celebrate our 8th Annual Dog Day of Summer at Rose Pool

A Look Ahead…

Recreation Division

Rec 2U

- We are bringing **Rec 2U** at Highland and Hawthorne Parks
- Pilot Program Summer 2023
- FREE activities, multi-sports, games, crafts, etc.
- Activating Neighborhood Parks
- Advancing Crime Prevention
- Projected Cost $5,500



Department Events

Community Outreach and Engagement



- 21 Educational Booths
- 400+ Fifth Grade Students
- 50+ Volunteers
- 55 Trees Planted at Centennial Park



- 200+ Volunteers
- 6 Sections of Rims
- Partnership with MSUB Outdoor Adventure Leadership Students

2022 Events in our Parks

145 Park Use Permits Issued, **270** Building Rentals, **445** Picnic Shelter Rentals, **28** Soundstage Rentals



Department Overview

Facilitating Events and Partnerships

Billings Scorpions Lacrosse
Boulder Arrowhead Little League
Burlington Central Little League
Billings family YMCA
South Side neighborhood task force
Disc Golf of Billings
Billings Tennis association
Big Sky State Games
United Steel Workers
Billings rugby football club
Billings Central
Big Sky Little League
Upper Deck baseball
Yellowstone RimRunners
National MS Society
Billings Kiwanis Club
Healthy by Design
Billings High School lacrosse
Heights national little league
Riverside little league
Triple Play Academy
Billings Jaycees
Downtown Billings Alliance
The Family Tree Center
Montana Amateur Sports-Heart & Sole Run
POWER Engineers
Skyview Soccer

July 5th Summer Jam
Billings Hispanic Fiesta
Eide Baily LLP
Tractor & Equipment
Riverstone Health
Billings United Soccer
Ironwood HOA
Black Heritage Foundation
Brand Safeway
Gracepoint Church
Christs Church of Billings
Billings Montana Car Clubs
Billings federal credit union
Local 532 1BEW Retires
Thomae Lumber
Absorka Region Porches Club of America
Exxon Mobile
Billings Symphony-Symphony in the Park
Cystic Fibrosis Foundation
Harvest Church – Celebrate Freedom
Healthy By Design
Balloon Fest
Peoples Community Outreach
Roaring 20s Auto Club Picnic
St. Vincent Healthcare
Turley dental

Costco
Phillips 66
Her Campaign/Run for Her
Avitus Group
Saturday Live
Yellowstone Relay for Life
Zoo Montana
MSUB
Union Labor Day Picnic
406 Pride
Riverstone Health
United Luv
Montana Walk for Apraxia
Burn the Point
Faith E Church
Alzheimer's Association
Billings Jaycees
Zarias Pink Ladiez
406 Race Series
Yellowstone Valley Out of the Darkness Walk
Billings American Legion Baseball
Montana Womens Run
Montana Marathon
Fraternal Order of Eagles #176
Billings Aquatic Club
Yellowstone Valley Animal Shelter





FY2023 Completed Projects

Lillis Park Playground





FY2023 Completed Projects

Optimist Park Picnic Shelter





FY2023 Completed Projects



Pioneer Park Heritage Trail



Ponderosa Park Irrigation

FY2023 Completed Projects

Poly Vista Park Phase 1



- Infrastructure Improvements
  - Electricity
  - Water
  - Sewer
  - ADA Restroom/Concession Building
  - ADA Accessible Route
  - Sidewalk
  - Parking Lot
- Ballfield Automated Irrigation System

Projects In Progress

Castle Rock Park Playground





Projects In Progress

Central Park Tennis Courts





LAND & WATER CONSERVATION FUND

Projects In Progress

Cottonwood Park Masterplan



Projects In Progress



Arrowhead Park Playground



Comanche Park Playground

Next Up…

- **Castle Rock Park** Restroom and Parking Lot
- **Gorham, Grandview and Millice Parks** Upgrade to Automatic Irrigation Systems
- **North Park** Playground Replacement
- **Highland Park** Playground Replacement
- **Poly Vista Park** Playground
- **Pioneer Park** Tennis Courts



Community Infrastructure Investments

FY 24-28 Approved Capital Improvement Projects

Project Name	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	Total	Funding Source
Amend Park Parking Lot Repairs		200,000				200,000	Amend Park Fund
Parks and Recreation Comprehensive Plan Update				163,500		163,500	Cash-in-lieu
Cemetery Area 15 Establishment		610,000				610,000	Cemetery Perpetual Fund
Cemetery Pump Station Replacement/Upgrade	270,000					270,000	Cemetery Perpetual Fund
Centennial Park Trail Development (Dog Park)	65,662					65,662	Centennial Park Construction
Dehler Park Ball Field Replacement		449,080				449,080	Dehler Park Fund
Poly Vista Park Playground Development	1,000,000					1,000,000	Donation
Centennial Park				5,385,200		5,385,200	GO Bond
Pioneer Wading Pool Replacement				196,200	803,800	1,000,000	GO Bond
South Park Pool Renovation		1,500,000	15,000,000			16,500,000	GO Bond
Tennis/Pickleball Court Facility			5,000,000			5,000,000	GO Bond
Westend Reservoir/City Lakes Parks Project		7,000,000				7,000,000	GO Bond
Multi-Generational Community Recreation Center	6,500,000	106,157,000				112,657,000	GO Bond/TIF Rev. Bond
Aquatics Facilities Evaluation	190,000					190,000	Park District 1
Burg Park Playground Replacement					300,000	300,000	Park District 1
Castle Rock Park North Parking Lot & Restroom	981,000					981,000	Park District 1
Edgarton Park Playground Replacement					350,000	350,000	Park District 1
Hawthorne Park Wading Pool Replacement			196,200	803,800		1,000,000	Park District 1
Irrgation Automation at Boulder Park			332,362			332,362	Park District 1
Irrigation Automation at Burlington Park		305,025				305,025	Park District 1
Irrigation Automation Spring Creek and Evergreen Parks	315,097					315,097	Park District 1
North Park Tennis/Basketball Courts Replacement			650,000			650,000	Park District 1
Pioneer Park 6 Tennis Courts Replacements	1,200,000					1,200,000	Park District 1
Poly Vista Ball Park Restroom			300,000			300,000	Park District 1
Poly Vista Park Parking Lot Completion	220,000					220,000	Park District 1
Rose Pool Spray Feature Upgrade	147,000					147,000	Park District 1
Swords Park Road Replacement		250,000	250,000	250,000	250,000	1,000,000	Park District 1
Various Trail Repairs		100,000	100,000	100,000	100,000	400,000	Park District 1
Walsh Park Playground Replacement					350,000	350,000	Park District 1
Stewart Park Parking Lot Repair/Repave		600,000				600,000	Stewart Park Fund
						158,940,926	

Community Infrastructure Investments

CDBG-CV Funded Projects

- North Park Four Room Restroom
- North Park Shelter Near Playground
- North Park Center Accessibility Upgrades
- North Park Center HVAC Upgrade
- North Park Adult Exercise Equipment
- Pioneer Park Restroom Updates
- Zimmerman Center Updates
- Comanche Park Playground
  - Accessible Route
  - CEPTED Improvements



Parks and Recreation Department Focus

Efficiencies

Share resources with other Departments

- Public Works
  - Crane usage for pump repair/replacement
  - Paving projects
  - Parking Lot Repairs
  - Vac truck to clean pools
- Parks assists with plowing Public Works sidewalks & trails
- Engineering Department
  - Assists with project management





Parks and Recreation Department Focus

Efficiencies

- VFD Pumps – reduce electricity costs and pump wear
- We use staff to save on project costs
  - Playground demolitions
  - Playground fall protection replacement after equipment installs
- Wholesale tree ordering during off-season
  - We store trees in gravel/wood chip bed until ready to plant
- Use mulch generated from tree trimming in parks





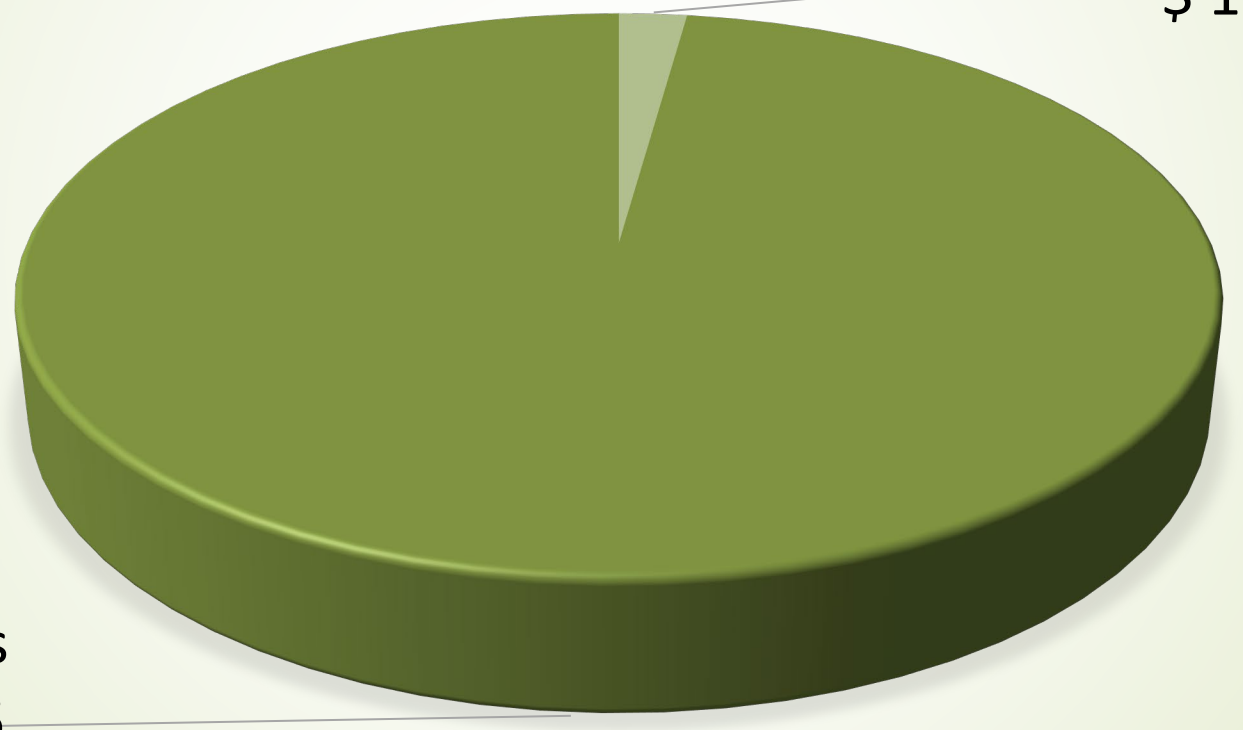
FY 2024 Department Goals



- Pursue Sustainable Funding Source
- Activate Parks
- Reduce Crime through Programming
- CEPTED Implementations
- Continue to Promote Safe Park Spaces
- Expanding Recreational Opportunities in Community Parks
- Bringing Recreational Opportunities to Neighborhood Parks
  - Rec 2U
- New Efficiency Savings throughout Department
  - VFD Pump Stations
  - Centralized Irrigation Control

Budget Comparison

FY2024 Proposed Budget

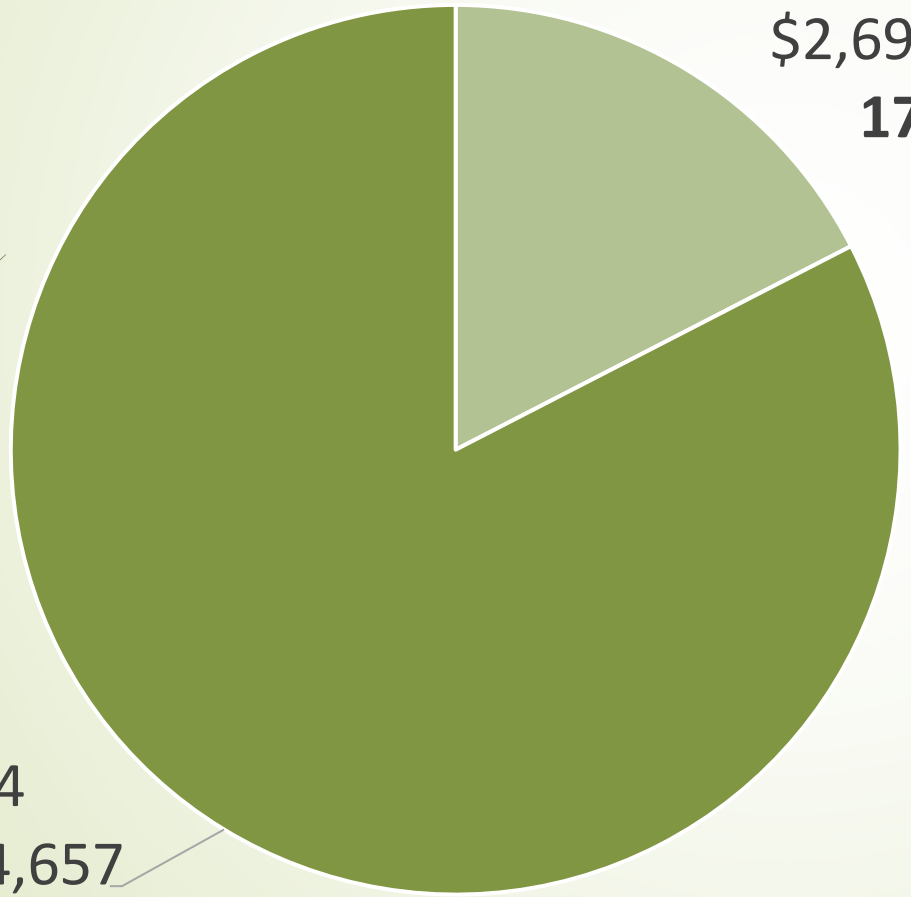


Parks and Recreation
$ 12,744,657
3.4%

City of Billings
$370,872,096
96.6%

Budget Comparison

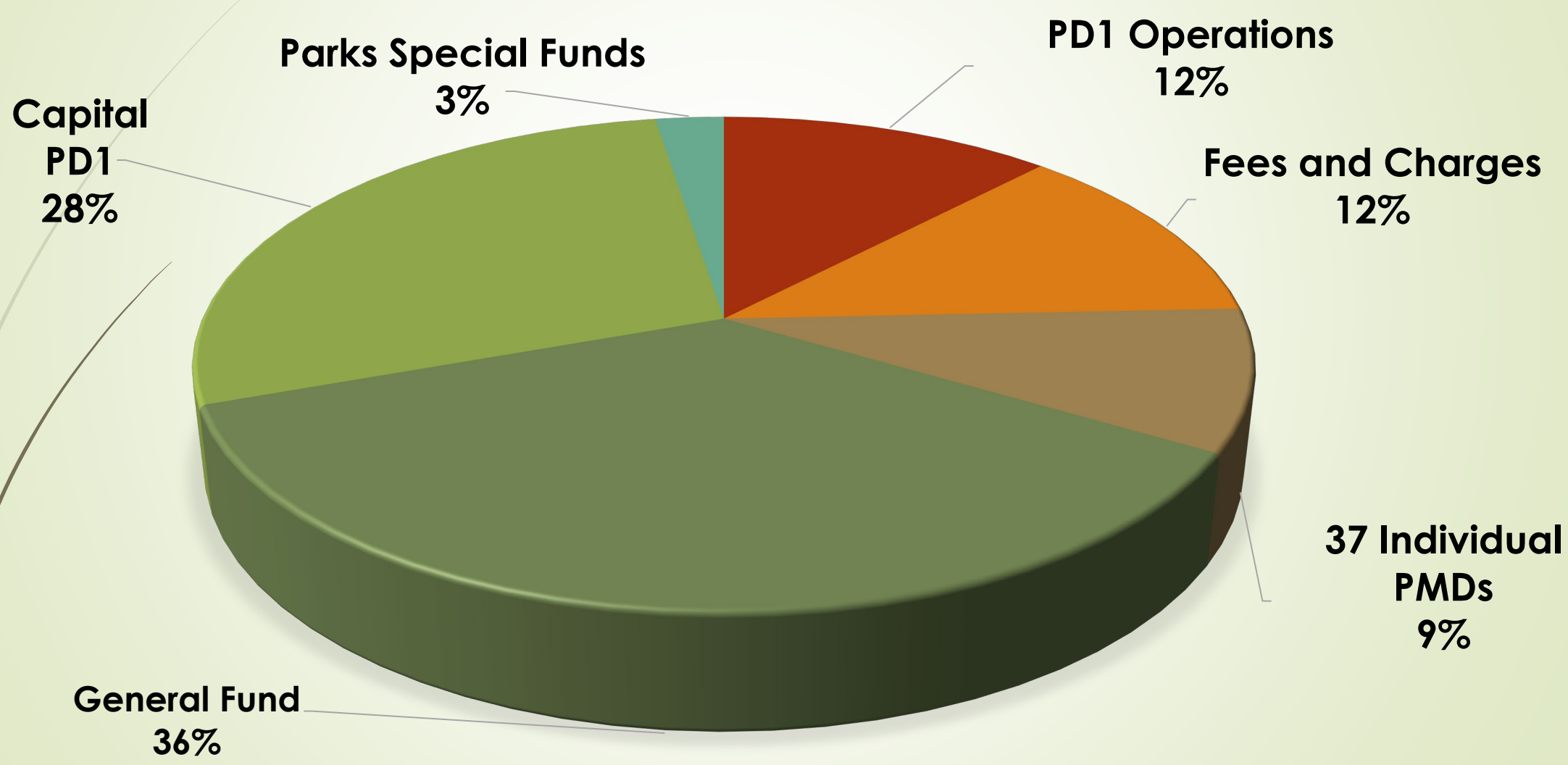
Increase from FY23



- **Inflationary Adjustments**
  - Seasonal Wages
  - Equipment, Supplies, Materials
- **$1,000,000**
  - Landon's Legacy Donation
  - (Playground – Poly Vista Park)
- **$1,200,000**
  - Pioneer Park Tennis Courts

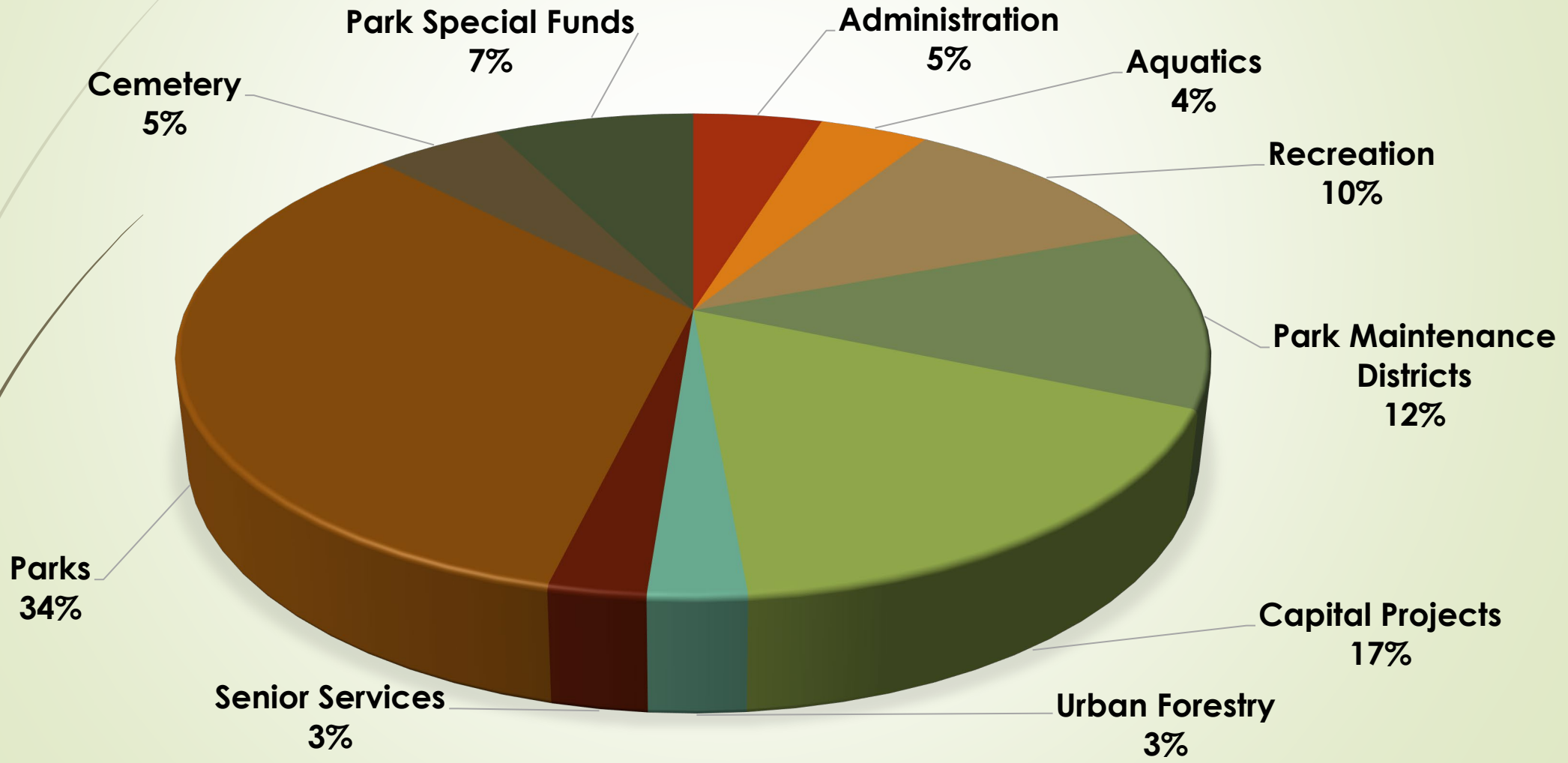
Budget Numbers

Funding Sources



Budget Numbers

Service Areas





PCSD
FY24 BUDGET

Billings
PLANNING
& COMMUNITY
SERVICES

PLANNING AND COMMUNITY SERVICES – 25 STAFF

- **Wyeth Friday,** Director
- **Tina Hoeger**, Code Enforcement Manager
- **Monica Plecker,** Planning Division Manager
- **Brenda Beckett**, Community Development Manager

DEPARTMENT OVERVIEW

PLANNING	CODE ENFORCEMENT	COMMUNITY DEVELOPMENT
Land Use MPO - Transportation Annexation	22 Codes PS Levy Implementation Public Safety Partners	First Time Home Buyer Housing Dev. Assistance Neighborhood Stabilization
Historic Preservation 11 Boards & Commissions	Neighborhood Stability Property Cleanups	CDBG-CV HOME-ARP VISTA

A FEW ‘22 STATS.

CDBG/CDBG-CV Funds for Parks Projects:

$1.2M /12 improvements / 3 parks

CE Case Activity:

3,500 cases / 9,300 inspections

Annexations:

7 infill & edge

Zone Changes:

16 / 2 PNDs

Master Site Plans:

24 / 12 Commercial Projects

PCSD FB Followers:

5,466 – up 75%!

2023-2024 COUNCIL AND PCSD GOALS

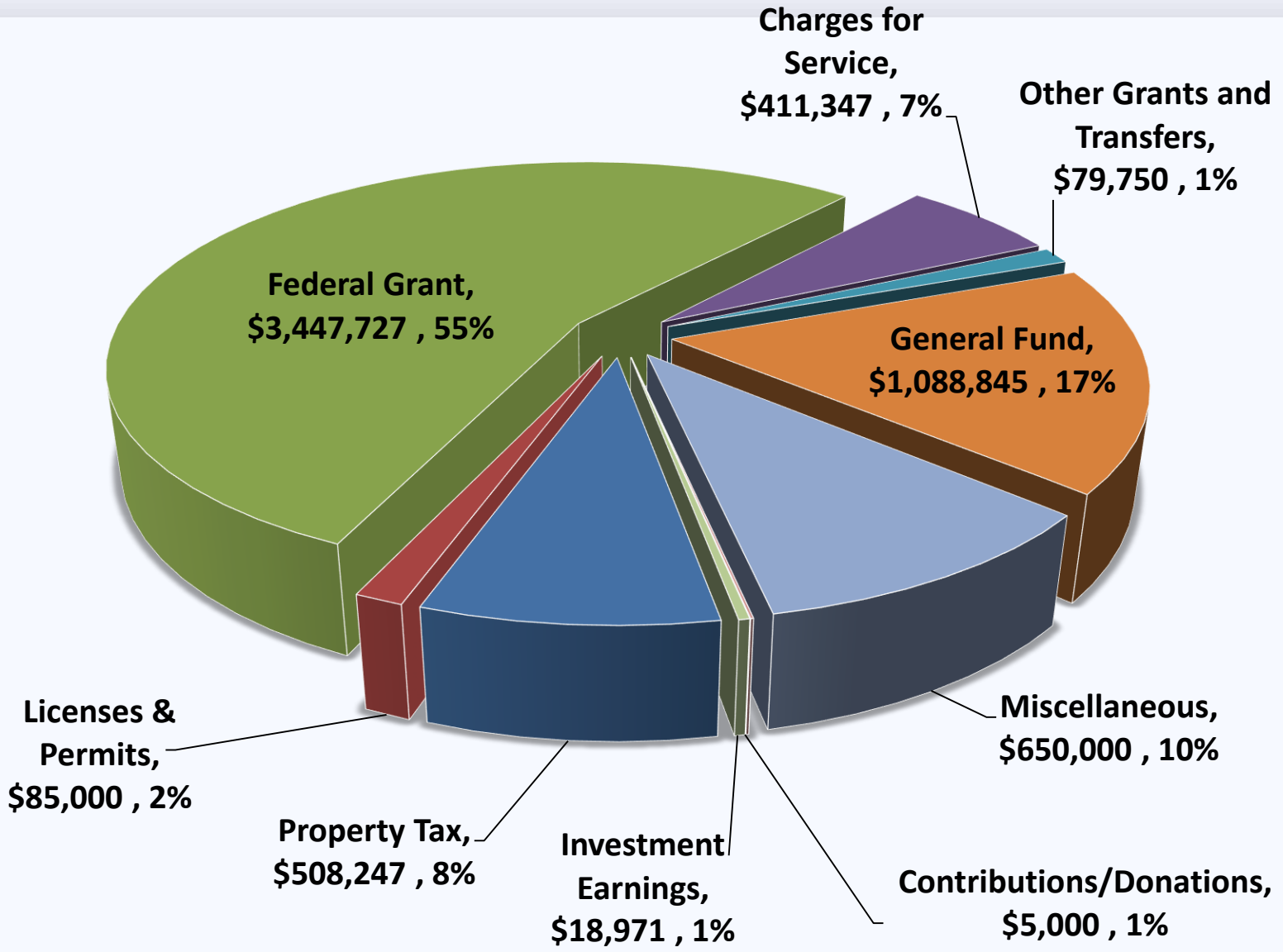
- **Goal: Improve the safety of Billings *(CC and PCSD)***
  - CE, Zoning, CPTED

- **Continue to Invest in Core Infrastructure and Services *(CC and PCSD)***
  - Land Use and Infrastructure Planning for Hwy 3/IBL Corridor - **$$**
  - Support Housing Strategy and Allocate CDBG and HOME-ARP Funding

- **Improve the Built Environment Through Quality Design *(CC and PCSD)***
  - Update 2016 Growth Policy through Comprehensive Planning Process - **$$**
  - Complete Subdivision Regulation Amendments
  - Update West End and Heights Neighborhood Plans

- **Increase Parks, Trails, Recreation and Cultural Investments *(CC and PCSD)***
  - *Increase trail investments through coordination and partnerships*
  - *Secure a permanent funding source for grant matching funds and construction*

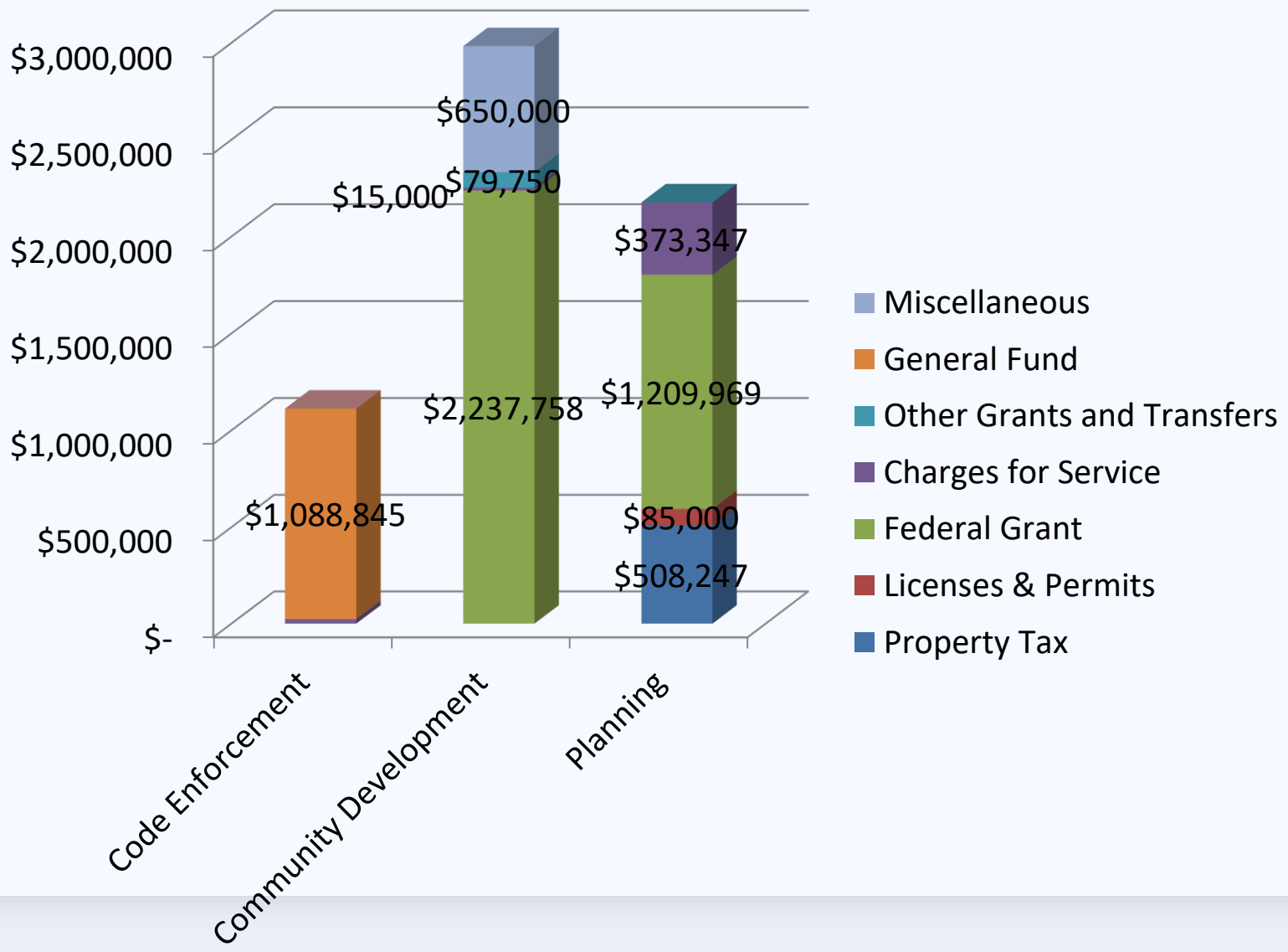
- **Build a High Performance Organization *(CC and PCSD)***
  - Develop Cost of Service Tool to help inform development decisions
  - In coordination with City PIO, enhance communication with our citizens

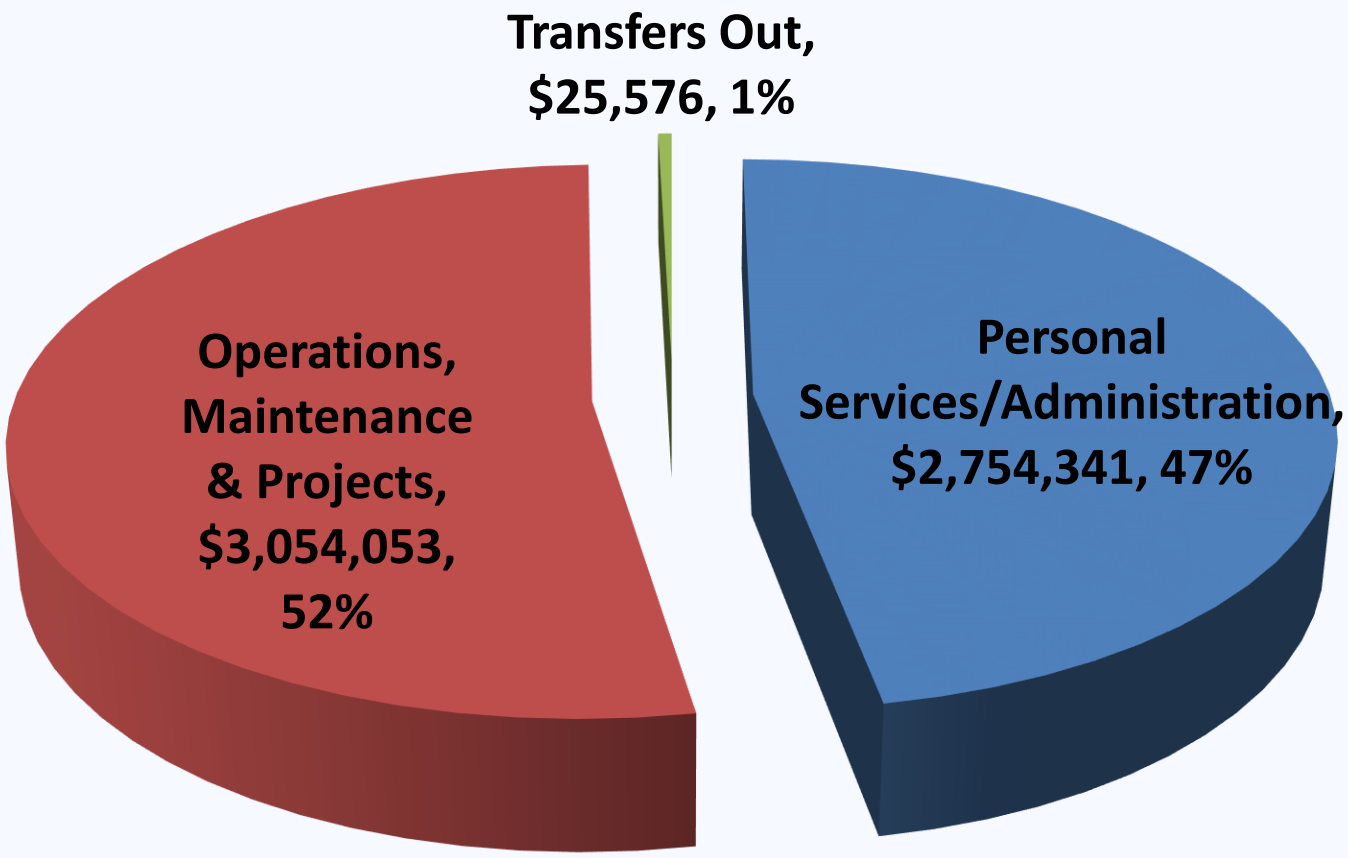


FY 24 Total PCSD Revenue = $6,294,887

(includes CE GF Revenue)

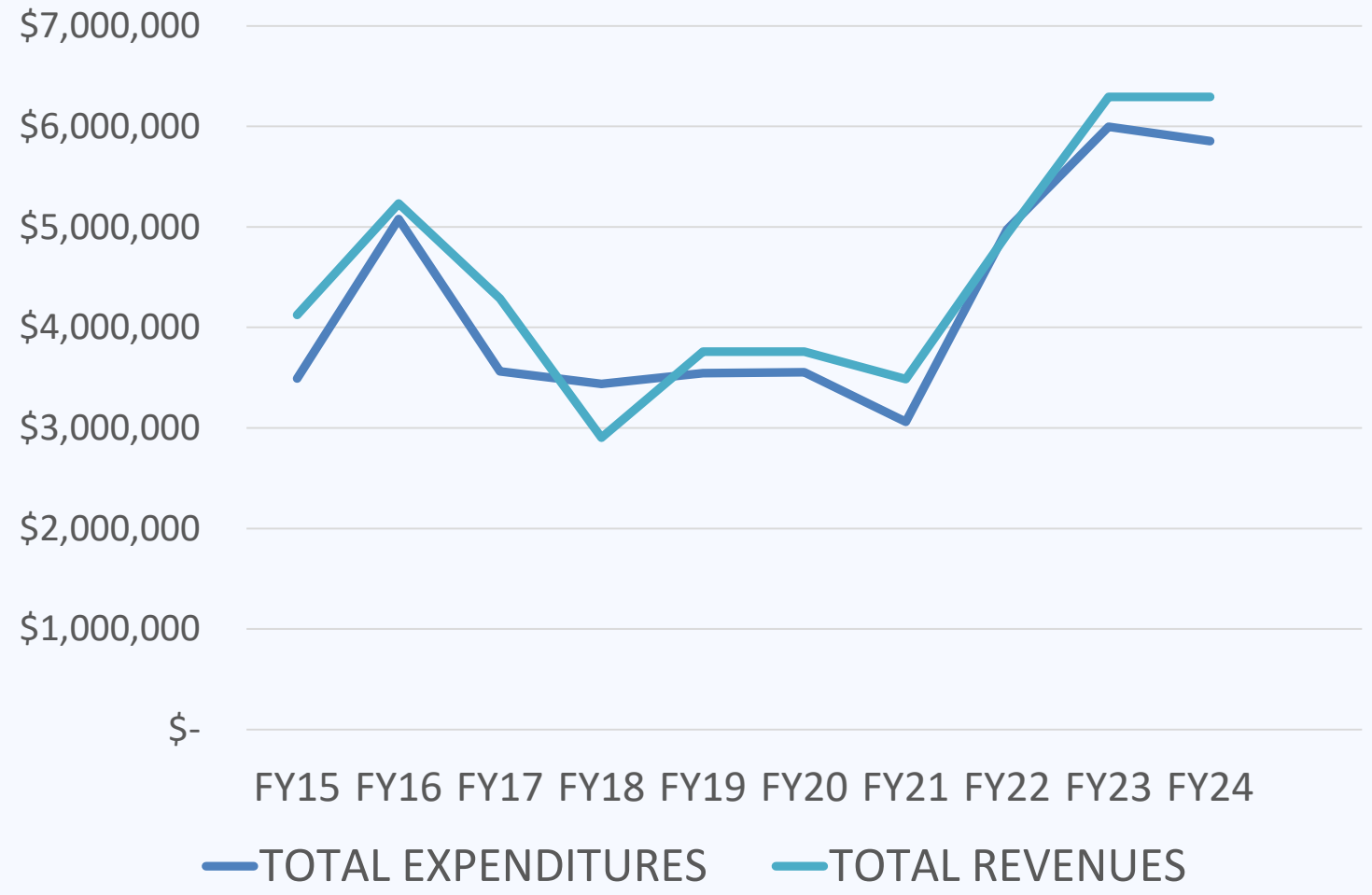
FY24 PCSD Revenue by Division (Includes CE GF Revenue)





FY24 Total PCSD Expenditures = $5,854,015
(includes CE GF Expenses)

PCSD Revenues and Expenditures 10 Years



LEGISLATIVE SESSION SUMMARY WILL BE PROVIDED IN THE PRESENTATION ON MAY 16

FY24 PCSD Challenges

COMMUNITY DEVELOPMENT

Long Term Service Agility - $$

Internal Service Charges – IT

PLANNING

Long Range Planning Resources - $$

Comprehensive Planning Resources - $$

Internal Service Charges – IT

Billings
PLANNING
& COMMUNITY
SERVICES

QUESTIONS?



BILLINGSMT.GOV/PLANNING-COMMUNITY-SERVICES



FACEBOOK.COM/
BILLINGSCITYCOUNTYPLANNING



PLNONLINE@BILLINGSMT.GOV



406-247-8676



FY24 MARKETING PLAN & BUDGET



BORN IN THE SHADOWS OF THE RIMROCKS FED ON THE WATERS OF THE YELLOWSTONE

Shaped by the Yellowstone River and sheltered by the sandstone Rimrocks, Billings is a place of forever views and forever memories, where urban amenities and modern conveniences meet the edge of the genuine frontier, and the adventure of the untamed wilderness and history are at your front door.

MORE THAN
2.6M VISITORS ANNUALLY

SPECTACULAR
UNTAMED WILDERNESS AND **HISTORY** AT YOUR FRONT DOOR

BREATHTAKING EXPERIENCES BY DAY, AND **RELAXING HOSPITALITY** AT NIGHT



MISSION STATEMENT

THE MISSION OF VISIT BILLINGS IS TO GENERATE ROOM NIGHTS FOR LODGING FACILITIES IN THE CITY OF BILLINGS BY EFFECTIVELY MARKETING THE REGION AS A PREFERRED TRAVEL DESTINATION.

In 2021, visitors to Montana spent

$5.15 BILLION

at retailers, restaurants and bars, gas stations, and lodging businesses, to name a few.

10K JOBS

Tourism supports more than 10,000 jobs locally in the Billings' area.

BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD LEADERSHIP

GEORGE MARAGOS
Chairman
Northern Hotel

JOE STUDINER
Treasurer
Erck Hotels
-Hampton Inn
-Hampton Inn & Suites
-Homewood Suites by Hilton

STEVE WAHRLICH
Member
Best Western Plus
Clocktower Inn & Suites

SHELLI MANN
Member
Boothill Inn & Suites

JEFF SCHOENHARD
Vice Chair
Kelly Inn Hotels
-BestWestern PLUS Kelly Inn & Suites
-LaQuinta Inn & Suites
-Kelly Inn

RON SPENCE
Member
Billings Hotel & Convention Center

Jordan Clayton
Member
Home2 Suites by Hilton

TOBY O'ROURKE
Ex-Officio (Chamber Board of Directors)
President/CEO, Kampgrounds of America

MEET THE BILLINGS TEAM

JOHN BREWER, CAE, CATP
President & CEO
Billings Chamber of Commerce
john@billingschamber.com

ALEX TYSON, IOM, CATP
Executive Director
Visit Billings
alex@visitbillings.com

ALY EGGART, MSPR, CAPT
Leisure Marketing, Sales, & Social Media Manager
Visit Billings
alyson@visitbillings.com

LUKE ASHMORE, PDM, CATP
Special Projects & Programs Manager
Visit Billings
luke@visitbillings.com

EVAN DECKER, PDM, CATP
Sports Tourism Manager
Visit Billings
evan@visitbillings.com

MEGAN STEVENSON
Director of Finance
Visit Billings
megan@visitbillings.com

As managed by:

it's BILLINGS
Chamber of Commerce

WHO WE ARE

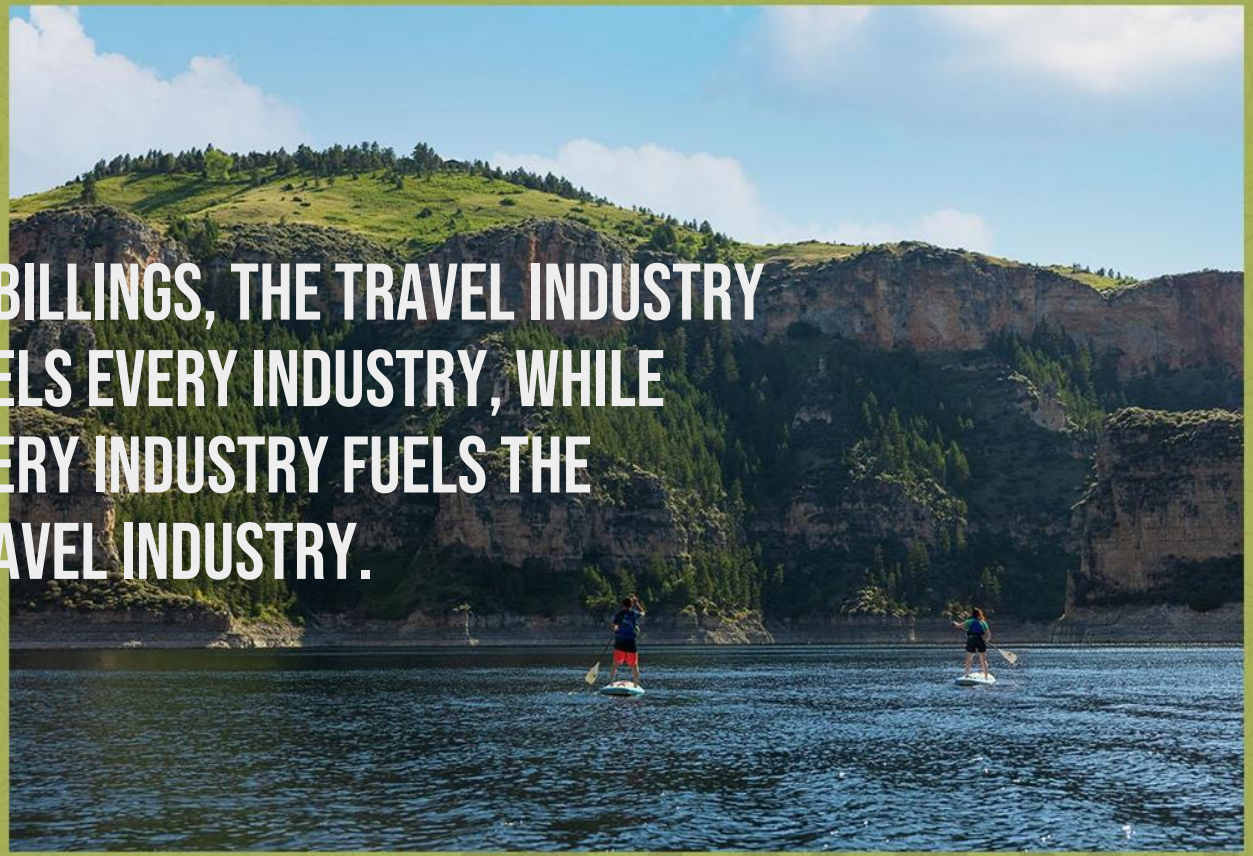
Visit Billings is the brand that encompasses the Billings Tourism Business Improvement District (BTBID) and the Billings Convention and Visitors Bureau (BCVB). Both organizations are managed by the Billings Chamber of Commerce. The Visit Billings team is committed to growing visitation at Montana's Trailhead.

WHAT WE DO

- Responsible for the development and growth of the tourism industry through promotion, marketing, and strategy.
- Working domestically and internationally to develop and enhance sustainable tourism for the city and region in the leisure, meetings and sporting events markets.
- Increase awareness and engaging with consumers in both drive and flight markets, as well as with media, the travel industry, meeting and conference planners, and sports promoters with research-driven marketing programs.



MARKETING CAMPAIGNS HIGHLIGHT THE OUTDOOR ADVENTURE, INCREDIBLE LANDSCAPES, ARTS AND CULTURE, CULINARY AND NIGHTLIFE, AS WELL AS THE MEETING AND SPORTS FACILITIES.



IN BILLINGS, THE TRAVEL INDUSTRY FUELS EVERY INDUSTRY, WHILE EVERY INDUSTRY FUELS THE TRAVEL INDUSTRY.

When Visit Billings markets and sells Billings as a preferred travel destination, businesses in every corner of Yellowstone County across all sectors grow and foster the local economy. Tourism enhances the overall quality of life by helping support the local business community while also saving households nearly $900 in taxes annually. The $621 million that visitors spend in our local economy annually is not an accidental impact. It's the return on investment of marketing and sales strategies of the Visit Billings leadership, staff, and partners.

#TRAILHEAD



2022 METRICS

ANNUAL OCCUPANCY: 68.8%
ANNUAL ADR: $120.98
ANNUAL REVPAR: $80.87

STR DATA BY QUARTER

	Occupancy	Avg Daily Rate	RevPAR
Winter	56.0%	$103.90	$58.23
Spring	76.2%	$125.85	$95.93
Summer	74.3%	$137.57	$102.24
Fall	60.7%	$110.03	$66.74

ANNUAL VISITOR TYPE*

Overnight Visitors **77.3%**

Day Trip Visitors **31.2%**

*The total percentages can exceed 100% as visitors can stay multiple days during their trip.

AVERAGE VISITOR SPENDING

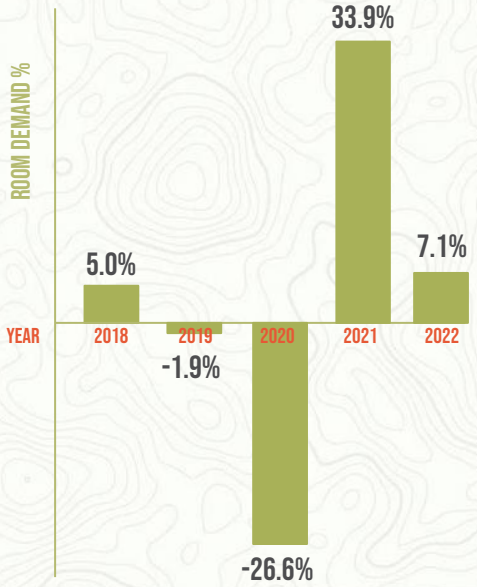
$380
Per Trip

- 18-24 - $279
- 25-34 - $303
- 35-44 - $415
- 45-54 - $369
- 55-64 - $370
- 65+ - $335

Average Visitor Spending by Age Group



ANNUAL ROOM DEMAND PERCENT CHANGE PER SMITH TRAVEL RESEARCH:



What is room demand? The number of rooms sold in a specified time period.

ANNUAL OCCUPANCY

2018

61.3%

2019

60.5%

2020

47.9%

2021

62.1%

2022

66.8%

FY24 STRATEGIC PRIORITIES

- INCREASE LEISURE VISITATION
- FOSTER SPORTS TOURISM
- THE VISITOR EXPERIENCE
- RECRUIT MEETINGS, CONFERENCES, AND REUNIONS
- THE INTERNATIONAL MARKETPLACE/DOMESTIC TOURS
- BILLINGS LOGAN INTERNATIONAL AIRPORT
- THE STRATEGIC PLAN



FY23: LEISURE MARKET AT A GLANCE

2022 KEY PERFORMANCE METRICS





SPRING/SUMMER - NATIONAL ADVERTISING

WEBSITE TRAFFIC	IMPRESSIONS	ACTIVITIES GENERATED
285K	22M	222K

DISPLAY CTR	VIDEO COMPLETION
0.09%	95%



FALL/WINTER - REGIONAL ADVERTISING

WEBSITE TRAFFIC	IMPRESSIONS	ACTIVITIES GENERATED
134K	9.8M	74K

IMPRESSIONS	CONVERSION RATE	LIFT IN CONVERSION
604K	63%	1.29%

Discovery drove over 604,000 impressions and yielded an impression conversion rate of 63%. Video provided a 1,294% lift in conversion rate.



2022 KEY PERFORMANCE METRICS



EVENTS - REGIONAL ADVERTISING

WEBSITE TRAFFIC	IMPRESSIONS	ACTIVITIES GENERATED
113K	14M	48K+

DISPLAY CTR	REACH	FREQUENCY
0.97%	260K	4.97

Social had a 0.97% CTR and reached 259,958 people at an average of 4.97 frequency



WEBSITE

WEBSITE TRAFFIC	AVG SESSION DURATION	CLICKS TO PARTNER SITES
391K	1:42	32K+

VISITOR GUIDE VIEWS	VISITOR GUIDE REQUESTS	E-NEWSLETTER SIGNUPS
4K+	1K+	1K+

TOP ONLINE MARKETS FOR WEBSITE VISITATION

CHICAGO 41K DENVER 30K DALLAS 28K
BILLINGS 26K SALT LAKE CITY 20K



PUBLIC RELATIONS

- Secured feature coverage in *Road Trips for Families* (https://www.roadtripsforfamilies.com/the-great-american-road-trip-in-billings-montana/)
- Virtual meetings introducing Billings to more than 10 journalists/influencers representing more than 5 million earned media impressions
- Secured four journalists/influencers for a press visit scheduled for May/June 2023 for outdoor adventure and Billings Brew Trail feature articles



FY24 STRATEGIES, GOALS, AND TACTICS

KEY TRENDS



THE U.S. TRAVEL FOUNDATION IS FORECASTING AN INCREASE IN TRAVEL SPENDING IN 2023 COMPARED TO 2022 (AND 2019).

Travelers are,on average, **booking trips farther ahead for 2023** than they did back in 2019.

Billings trail guides. est. 1877

90% of travelers want to **experience a destination "like a local"**

TikTok

About one-third of American travelers overall report they **used online video specifically for trip planning purposes**



THERE IS A RENEWED EMPHASIS ON FOOD-FOCUSED TRAVEL



Remote workers packing up and going somewhere new for a week or two, without ever telling their employer.



WE'RE HERE FOR ANYONE WHO LOVES BEING OUTSIDE.

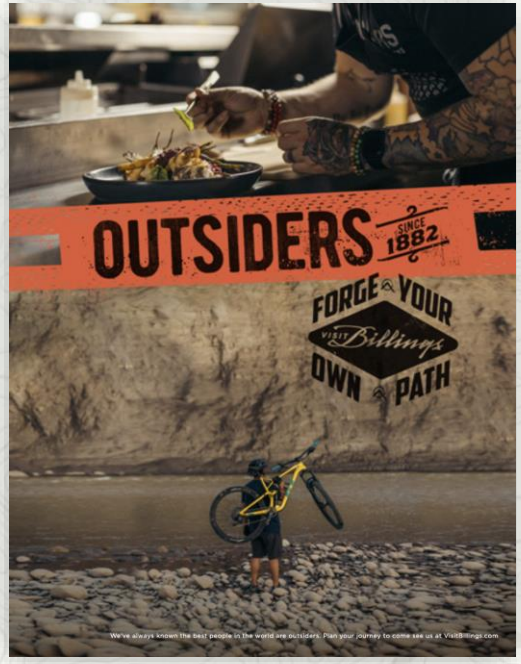
Yes, outside as in outdoors outside - but also outside the norm. People who embrace pure unencumbered Montana in all its forms. People who go against the grain and believe that normal just isn't good enough. People who crave boldness and authenticity, rather than settling for the same old.

Billings was built on that outsider spirit. That despite appearances and naysayers, no climb was too steep. No trail was too rocky. No burger was too juicy.

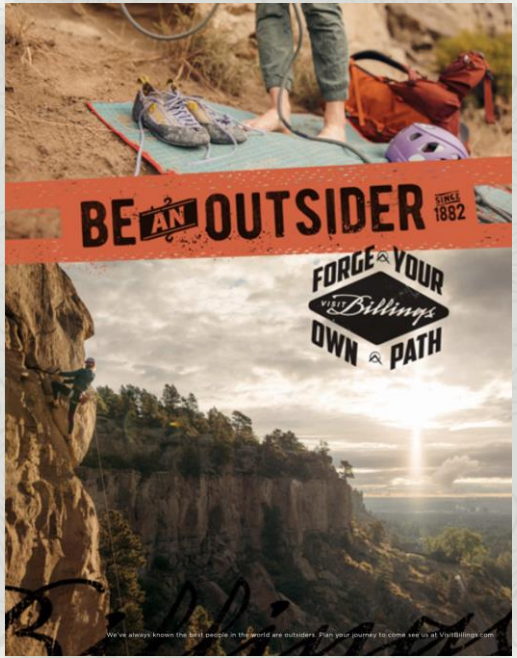
On the idea of staying true to our roots is more important that fitting in with everyone and everything else. That's what is great about Billings. We have been authentic Montana since 1882. And maybe that makes us the outsiders of the bunch. That's just fine with us.

We are the world's biggest fans of being outside, because as we say: Forge Your Own Path.

SINCE 1882


OUTSIDERS
SINCE 1882
FORGE YOUR
VISIT Billings
OWN PATH
We've always known the best people in the world are outsiders. Plan your journey to come see us at VisitBillings.com

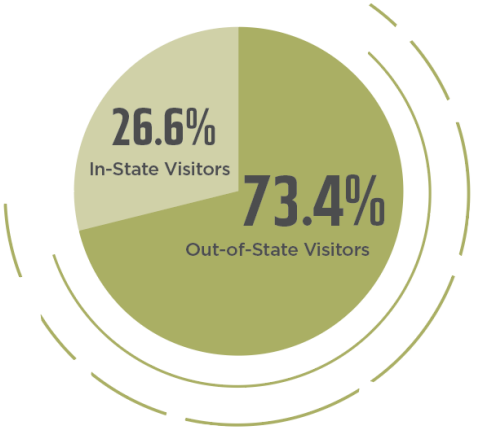

MADE FOR OUTSIDERS
SINCE 1882
FORGE YOUR
VISIT Billings
OWN PATH
We've always known the best people in the world are outsiders. Plan your journey to come see us at VisitBillings.com


BE AN OUTSIDER
SINCE 1882
FORGE YOUR
VISIT Billings
OWN PATH
We've always known the best people in the world are outsiders. Plan your journey to come see us at VisitBillings.com

TARGET MARKETS



ORIGIN MARKETS



EMERGING MARKETS

Houston, TX | Portland, OR | Phoenix, AZ

ADVERTISING AND PROMOTIONS

GOAL:

DRIVE YEAR-ROUND VISITATION BY INCREASING AWARENESS FOR BILLINGS AS AN IDEAL TRAVEL DESTINATION, WITH BIG SKIES AND OUTDOOR ADVENTURE.

TACTICS:

- Build marketing campaigns and promotions that showcase rich visuals of the entire destination
- Launch new “Be an Outsider” campaign
- Create niche marketing campaigns such as Summer Events
- Continue to promote Great American Road Trip and its itineraries for repeat and first-time visitors
- Promote current and emerging flight markets
- Showcase Billings in fall and winter
- Drive media coverage through public relations





TRADITIONAL AND DIGITAL MEDIA

GOALS:

INCREASE BRAND AWARENESS THAT ENCOURAGES TARGET AUDIENCES TO DEEPEN CONSUMER ENGAGEMENT. INCREASE DIRECT FLIGHT AWARENESS TO BILLINGS FROM ORIGIN AND EMERGING MARKETS

TACTICS:

- Use a multi-channel media strategy
- In drive markets, use channels best for events such as search and display
- Engage with local media for promotion of Billings and support local business
- Prioritize Mea and Display
- Launch a Discovery Campaign to utilize Google’s audience to deliver personalized and inspiring experiences
- Leverage channels such as search display and social for in flight markets
- Strategically place out-of-home billboards within and around Billings
- Utilize advanced analytics to maximize campaign efficiency and effectiveness
- Sponsor niche content for targeting two-wheel audience



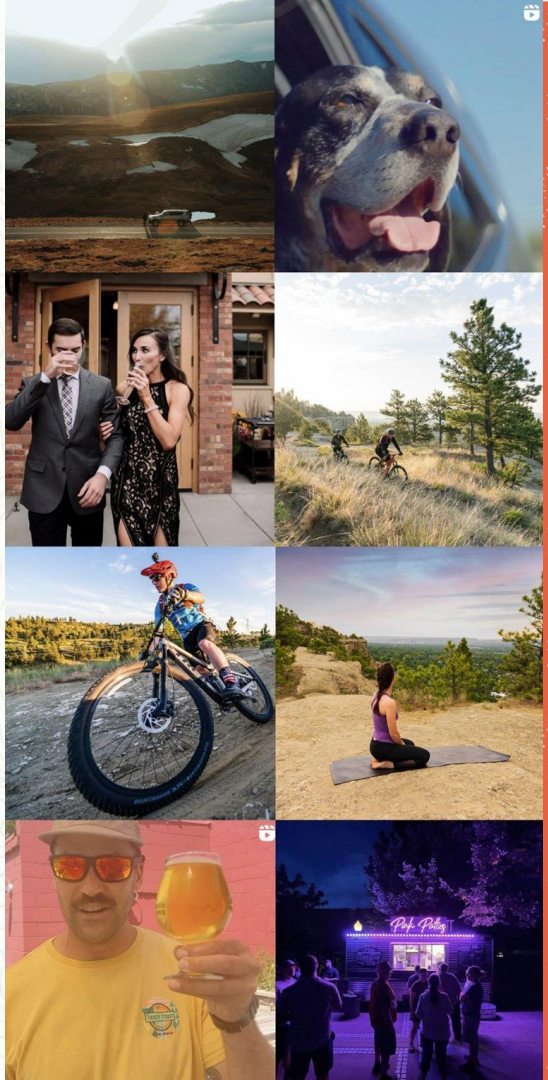
INTERACTIVE AND SOCIAL

GOALS:

INCREASE BRAND INTERACTION WITH INFORMATIVE AND ENGAGING DIGITAL CONTENT BUILDING AWARENESS AND LOYALTY, THROUGH GROWING SOCIAL, INFORMING MEETING AND SPORTS PLANNERS, GROWING EMAIL LIST AND INCREASING WEBSITE VISITATION.

TACTICS:

- Use storytelling as the driving characteristic as well as using the Visit Billings' voice through Billings Trail Guide
- Develop integrated editorial content, plan, prepare and streamline across all channels
- Integrate seasonal messaging, key events and new local business etc
- Increase video content on all owned channels
- Encourage dialogue through Facebook
- Curate and ulitize consumer-generated photography through Instagram
- Expose travelers to editorial and social content and blog articles through email marketing
- Develop a Plan Your Trip section on the website making travel to Billings as easy as possible
- Promote new blog content on website



PUBLIC RELATIONS

GOALS:

GENERATE EARNED MEDIA AND INFLUENCER COVERAGE BY POSITIONING POSITIONING THE DESTINATION AS AN AUTHENTIC, WELCOMING CITY. INCREASE WEBSITE TRAFFIC THROUGH EARNED DIGITAL MEDIA PLACEMENTS INCLUDING THE DESTINATION URL PLACE EARNED MEDIA FEATURES IN TARGET PUBLICATIONS WITH A TOTAL AUDIENCE IMPRESSIONS VALUE OF AT LEAST 10 MILLION

TACTICS:

- Identify new, cost-effective means to achieve similar ends of traditional travel/tourism media outreach.
- Explore offering digital experiences to media and influencers to reach a broader audience.
- Develop earned media tactics that tie directly to paid media efforts
- Leverage evolving industry trends as a framework for earned media content
- Share brief news and story ideas with greater frequency about Billings events.
- Explore partnerships with Brant MT and Visit Southeast Montana
- Attend PRSA event(s) or Brand MT sponsored opportunities







SPORTS MARKETING

GOALS:

GENERATE NEW ROOM NIGHTS FROM SPORTS EVENTS RECRUITED TO THE AREAS

PARTNER WITH COLLEGIATE FOR NCAA AND NAIA EVENT BIDS

GROW EVENTS OR EXPAND EXISTING EVENTS

30 EVENTS TO BE BOOKED OR SUPPORTED IN BILLINGS

RETAIN EVENTS

TACTICS:

- Attend sporting event trade shows like SportsETA and TEAMS
- Generate new leads for sports events through collaboration
- Develop email templates and e-postcard for sports marketing
- Focus on Collegiate Sports for future bids
- Grow and retain sports events
- Develop and build upon sports sales toolkit for efficiencies in follow-up
- Create a marketing and advertising plan to promote sports
- Build a new section on the website dedicated to sports as a destination
- Receive certification with STS and continue subscription with Destinations International Economic Impact Calculator
- Develop sports planning booklet and support
- Capture new photography to build image library for marketing
- Begin planning logistics for a 2024 sports planner FAM tour
- Become active in Midland Roundtable
- Research the possibility of creating a sports advocacy committee
- Continue to work with key stakeholders

SPORTS MARKETING

LAUNCHED NEW SPORTS WEBPAGE



SPORTS TOURISM

VISIT BILLINGS WILL CONTINUE TO SUPPORT THESE LONGSTANDING SPORTING EVENTS:

- MHSA Events
- Big Sky Volleyfest
- Big Sky Ballin’
- All-American Indian Shootout
- NCAA DII Cross Country Regional Championships
- Summer Softball & Baseball Tournaments
- 406 Race Series

SPORTS TOURISM

WE'RE ALSO LOOKING FORWARD TO HOSTING THE FOLLOWING NEW EVENTS:

- USPA Area 1 Championships
- Tour Montana
- Montana Winter Classic Pro-Am
- And more in the future!





VISITOR EXPERIENCE

GOALS:

RAISE AWARENESS OF THE VALUE OF TOURISM THROUGHOUT THE COMMUNITY THAT FOSTER SUPPORT IN DIVERSITY & INCLUSION AND SUPPORTING STAKEHOLDERS AND FRONT-LINE STAFF THROUGH EDUCATION

TACTICS:

- Continue encouraging stakeholder to become Certified Autism Organizations
- Develop a full advocacy campaign that educates the Billings community and residents on the benefits and economic impact of tourism
- Formally introduce the Certified Travel Ambassador (CTA)

VISITOR EXPERIENCE

Billings BREW TRAIL

Trailhead Treats

THE BILLINGS BREW TRAIL AND TRAILHEAD TREATS COLLECTIVELY MARKET LOCAL BUSINESSES AS AN EXPERIENCE TO BREW ENTHUSIASTS AND FOODIES.

EACH CELEBRATE THE UNIQUE DINING CULTURE THAT CAN ONLY BE FOUND IN BILLINGS.

VISITOR EXPERIENCE



Billings
trail guides.
est. 1877

CERTIFIED TOURISM AMBASSADORS AND TRAIL GUIDES PROMOTE COMMUNITY PRIDE AND A DEEPER UNDERSTANDING AND APPRECIATION OF THE MANY CULTURAL, HISTORICAL, AND EXPERIENTIAL ASSETS MONTANA'S TRAILHEAD OFFERS.

FY24 STRATEGIC PRIORITIES (RECAP)

- INCREASE LEISURE VISITATION
- FOSTER SPORTS TOURISM
- THE VISITOR EXPERIENCE
- RECRUIT MEETINGS, CONFERENCES, AND REUNIONS
- THE INTERNATIONAL MARKETPLACE/DOMESTIC TOURS
- BILLINGS LOGAN INTERNATIONAL AIRPORT
- THE STRATEGIC PLAN







MEETING AND CONVENTION RECRUITMENT





GOALS:

BUILD RELATIONSHIPS THROUGH KNOWLEDGE AND SUPPORT TO MEETING PLANNERS

ELEVATE BILLINGS TO GENERATE NEW ROOM NIGHTS FROM MEETINGS OR CONFERENCES

LONGER ITINERARIES SUPPORTING STATE ASSOCIATION AND CORPORATE MEETINGS.

SUPPORT NEW TOUR OPERATORS AND RETAIN EXISTING

25 MEETINGS OR CONFERENCES

TACTICS:

- Attend meeting and convention appointment-based events
- Generate new leads through collaboration
- Continue to develop digital and print sales material
- Maintain efforts on Cvent and other platforms
- Use e-communications to build relationships
- Consider potential meeting planner FAM tour
- Consider sponsorship opportunities
- Provide planners services to better facilitate attendees



GROUP TOUR MARKET

YELLOWSTONE NATIONAL PARK WAS THE SEVENTH MOST VISITED NATIONAL PARK IN THE UNITED STATES IN 2022

GOAL:

THROUGH BUILDING RELATIONSHIPS AND FOSTERING RELATIONSHIPS WITH NEW & EXISTING TOUR OPERATORS WE CAN ELEVATE BILLINGS BY OFFERING NEW PRODUCT INSIGHTS AND LONGER ITINERARIES THAT SHOWCASE BILLINGS TO INTERNATIONAL AND DOMESTIC TOUR OPERATORS AS A MAJOR WESTERN TOUR DESTINATION

TACTICS:

- Attend an American Bus Association event and international events hosted in the US
- Work with Brand MT for opportunities to host FAM tours
- Elevate Billings in the Great American West (GAW) publications to garner exposure for Billings to the German, French, Italian, Belgium, Denmark, the UK, and Australia markets.
- Continue to advocate on a national level to shorten Visa interview wait times with the U.S. Travel Association

INSPIRE

As Brand MT inspires travel to Montana, Visit Billings inspires travel to Billings.

ORIENT

Once inspired to travel to Billings, help travelers find whys and ways to build Billings into their itineraries and agendas for leisure, sports, business, meetings, or group tour events.

FACILITATE

Once in Billings, facilitating visitors to ensure a positive experience and foster a repeat visitor is priority.

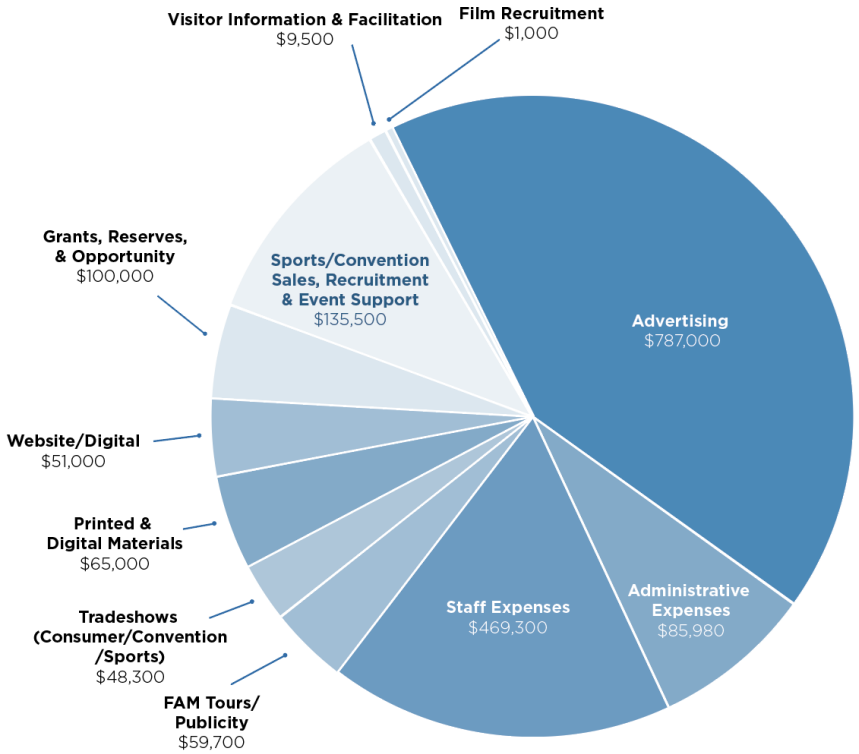


FY24 BUDGET BREAKDOWN



2024 BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT (BTBID) BUDGET

PROJECTED REVENUE	**$1,828,280**
MARKETING & SALES TOTAL	**$1,273,000**
Advertising	$787,000
Grants, Reserves, & Opportunity	$100,000
Printed & Digital Materials	$65,000
Sports/Convention Sales, Recruitment & Event Support	$135,500
Tradeshows (Consumer/Convention /Sports)	$48,300
FAM Tours/Publicity	$59,700
Website/Digital	$51,000
Visitor Information & Facilitation	$9,500
Film Recruitment	$1,000
STAFF EXPENSES	**$469,300**
ADMINISTRATIVE EXPENSES	**$85,980**
BTBID TOTAL EXPENSES	**$1,828,280**





THANK YOU

Questions?

EPIC SINCE 1882

CITY OF Billings

BUILDING DIVISION

FY 2024 Budget



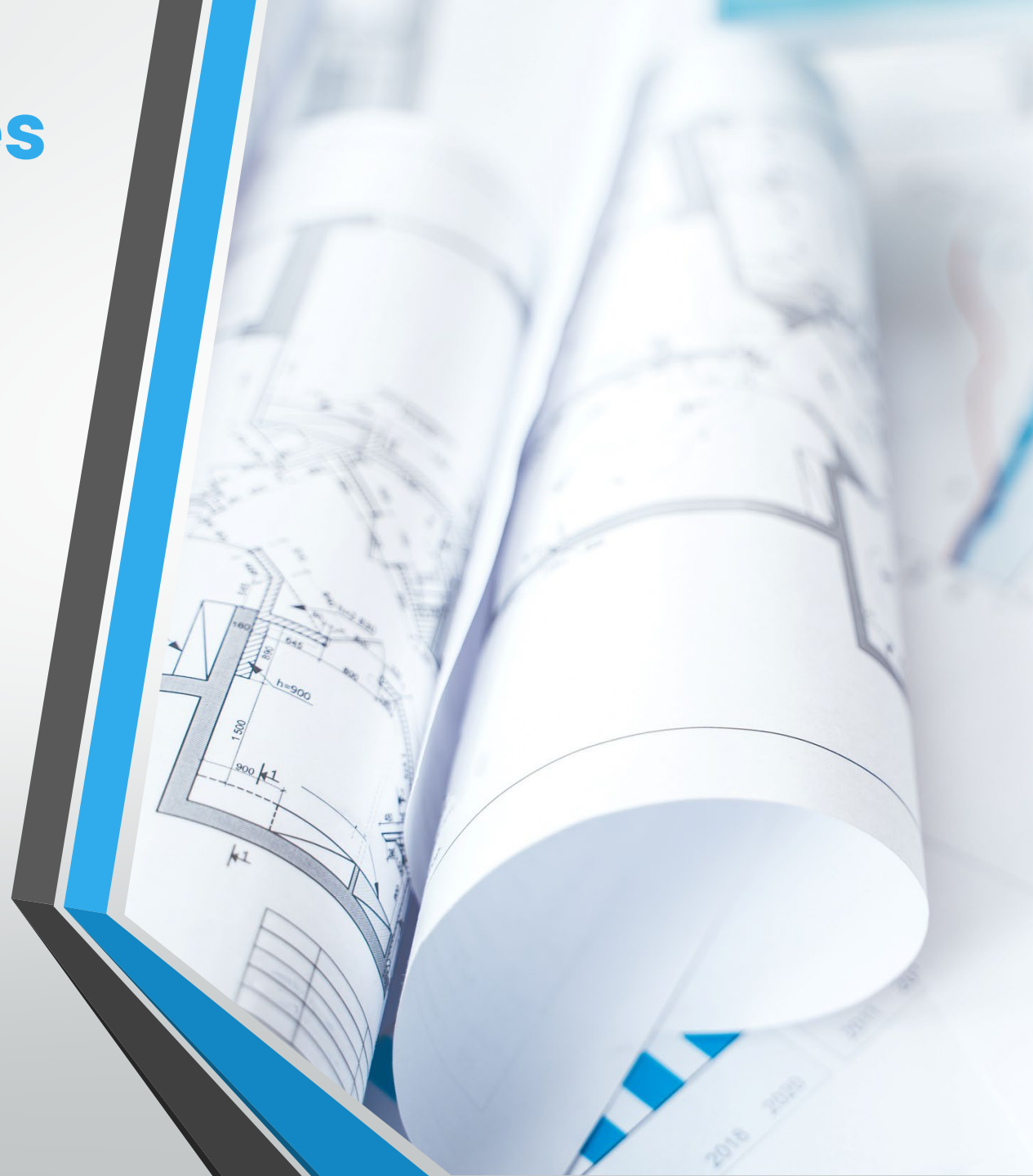
Building Division Mission

Ensuring the safety, security, and health of Billings' citizens and visitors through building code enforcement

Building Division Services

Permitting & Plan Review

- Deputy Building Official, 3 plans examiners, and 1 permit technician
- Intake and issue building permits
- Complete comprehensive plan review:
  - Building
  - Structural
  - Plumbing
  - Mechanical
  - Electrical
  - Energy Efficiency
  - Accessibility





Building Division Services

Inspections

- Senior inspector, 5 combination inspectors, 2 electrical inspectors, and 1 plumbing inspector
- Provide inspections during all phases of construction:
  - Footing/foundation
  - Frame
  - Electrical/plumbing/mech
  - Insulation
  - Roof inspection
  - Remodels
  - Final inspections

Building Division Highlights

- The Building Division has spent much of FY23 working on selecting a new software program for permitting, plan review, and inspections that will replace our current software and be used by multiple City departments
- The City of Billings adopted the 2021 building codes in September 2022 and we held a public informational meeting on significant code changes for designers and contractors
- Continue monthly meetings with the Billings Homebuilders Association to share information and address concerns



Building Division Highlights

- Training:
  - Building Division Staff attended over 300 hours of training

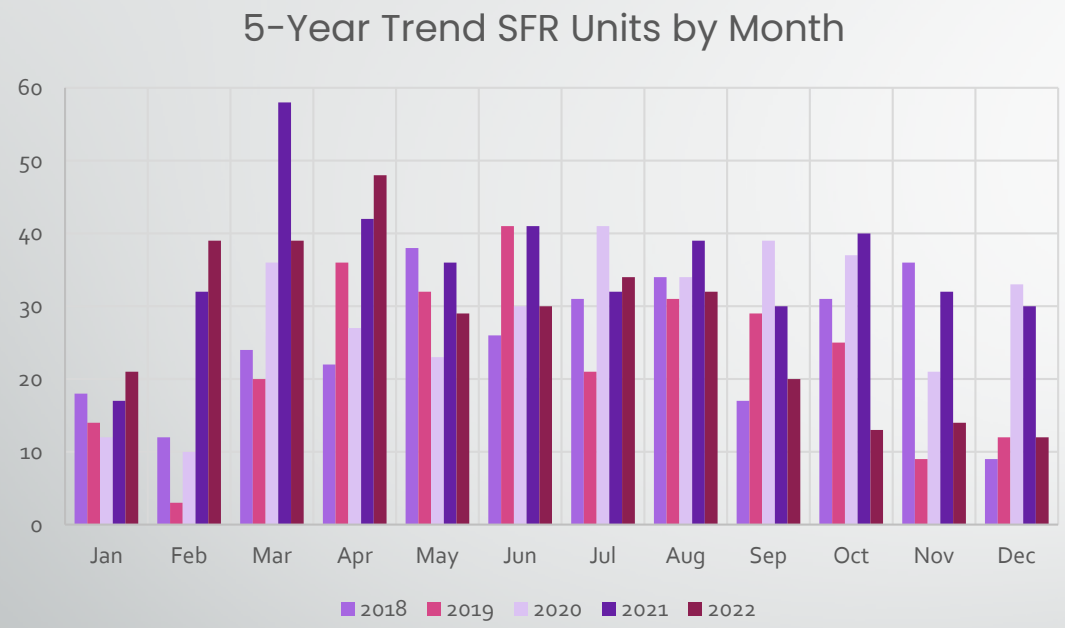
- 2022 had fewer single family home permits issued:

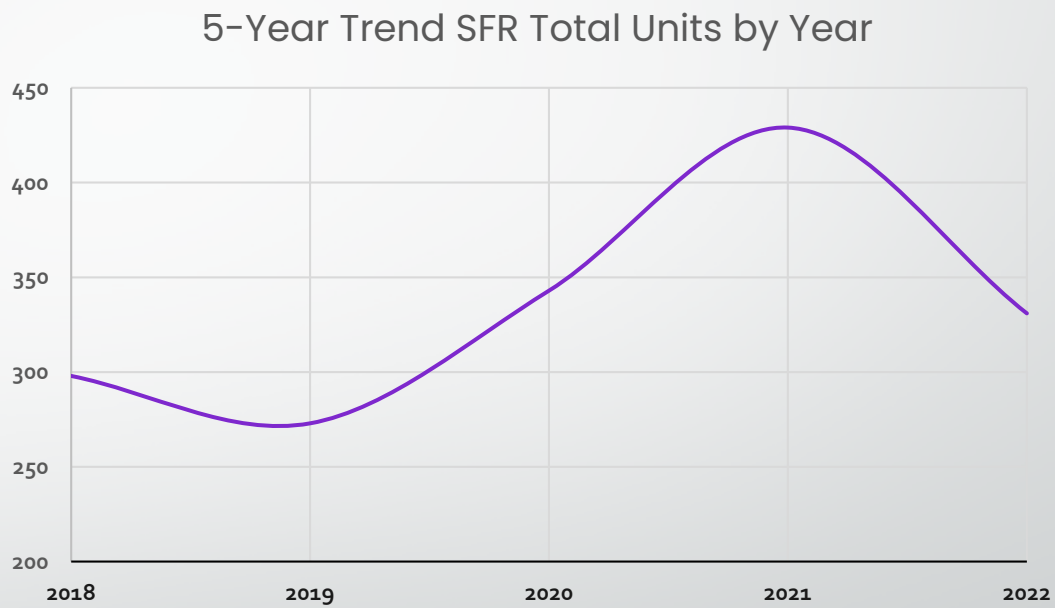
  <u>Single Family Homes</u>
  - 2020: 343
  - 2021: 429
  - 2022: 331

- Total Construction Valuation for 2022 was nearly $500 Million, which is $140 Million more than the total in 2021

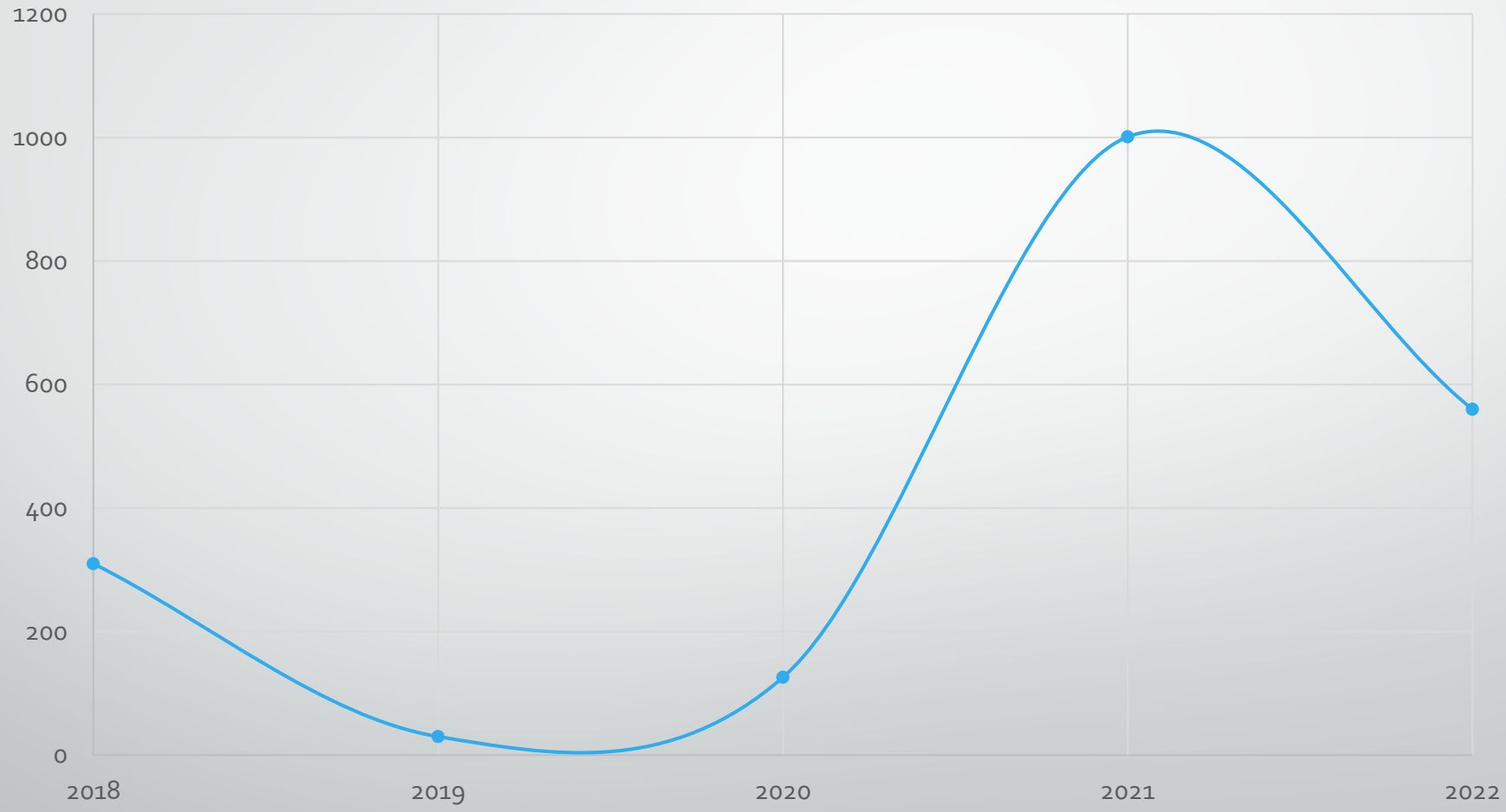


Single Family Homes
5-Year Trend

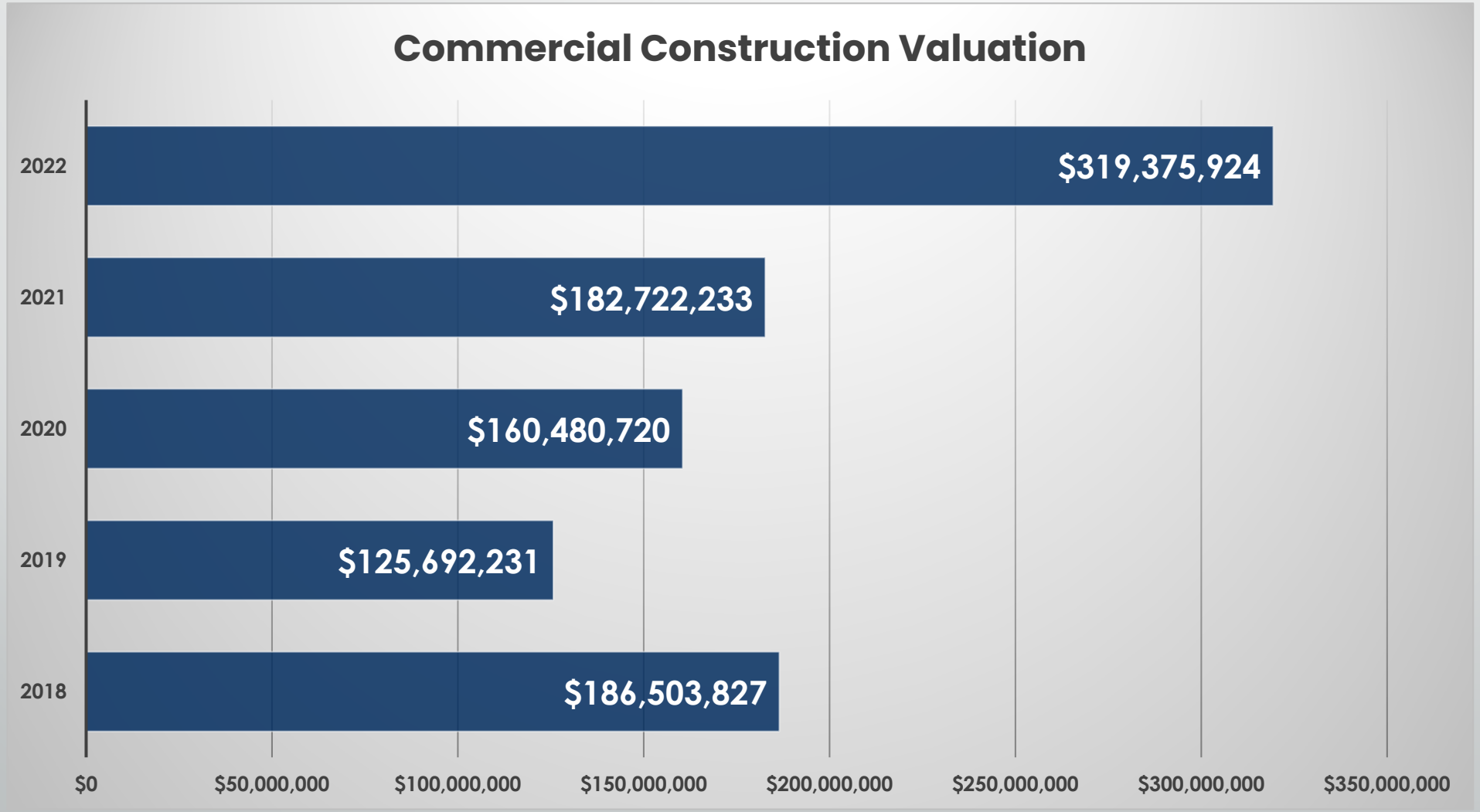




Multifamily Units
5-Year Trend



5-Year Trend


Commercial Construction Valuation
2022
$319,375,924
2021
$182,722,233
2020
$160,480,720
2019
$125,692,231
2018
$186,503,827
$0
$50,000,000
$100,000,000
$150,000,000
$200,000,000
$250,000,000
$300,000,000
$350,000,000

Building Revenues

Revenues are projected to be $2,643,000, which is about $5,500 less than last year's budget. Last year's construction activity was about as expected and while construction is continuing strong, we have seen a cool off in the number of single family home permits. Revenues are based almost entirely on plan review and permit fees, which are calculated based on project valuation. The equation that we use to calculate fees has been in place since the 1990s.

BUILDING INSPECTION FUND

REVENUES

	ACTUAL FY 21	ACTUAL FY 22	BUDGET FY 23	ESTIMATE FY 23	REQUEST FY 24
REVENUE:					
LICENSES & PERMITS	$ 2,389,478	$ 3,065,110	$ 2,630,500	$ 2,963,228	$ 2,571,000
GRANTS	120,076	-	-	-	-
INTEREST ON INVESTMEN	4,213	(56,199)	6,996	1,500	72,000
MISCELLANEOUS	1,952	37,107	10,000	1,700	-
TOTAL REVENUE	**$ 2,515,719**	**$ 3,046,018**	**$ 2,647,496**	**$ 2,966,428**	**$ 2,643,000**

Building Expenditures

Building expenditures are anticipated to be down $717,677 from FY23. Personal services costs have increased due to step increases, cost of living adjustment, and the addition of one FTE.

The significant decrease in expenditures is due to large one-time expenses in FY23, including software investment, vehicle purchases, and a transfer to Facilities for the New City Hall build-out costs.

BUILDING INSPECTION FUND

EXPENDITURES

	ACTUAL FY 21	ACTUAL FY 22	BUDGET FY 23	ESTIMATE FY 23	REQUEST FY 24
EXPENDITURES:					
PERSONAL SERVICES	$ 1,246,325	$ 1,380,499	$ 1,557,941	$ 1,501,180	$ 1,757,328
OPERATIONS & MAINT.	756,817	776,228	893,537	750,000	793,145
CAPITAL	-	47,212	560,000	600,000	75,000
INTERFUND TRANSFERS	-	-	309,126	309,126	-
TOTAL EXPENDITURES	**$ 2,003,142**	**$ 2,203,939**	**$ 3,320,604**	**$ 3,160,306**	**$ 2,625,473**



FY24 Building Division Goals

- Implementation of new permitting, plan review, and inspection software
- Increase the number of certifications each inspector and plans examiner holds and provide training opportunities
- Continue to provide timely and consistent plan review and inspections
- Continue digitizing of paper plans