

Signature Events

- TASTE OF BILLINGS
- REVEL
- POLAR EXPRESS
- NATIONAL TRAIN DAY



Partner Collaborations

- SYMPHONY AT THE DEPOT
- STEAMFEST
WISE WONDERS, GIRL SCOUTS OF AMERICA, STEM YELLOWSTONE, BETTER OFF IN BILLINGS, BILLINGS PUBLIC LIBRARY
- BUILT WITH BEEF
MONTANA BEEF COUNCIL, BOYS & GIRLS CLUBS OF YC



Historic WEDDING AND EVENTS VENUE

BILLINGSDEPOT.ORG

PARTNERING WITH THE COMMUNITY TO SUPPORT

Tourism, Workforce and Economic Development



BILLINGS DEPOT

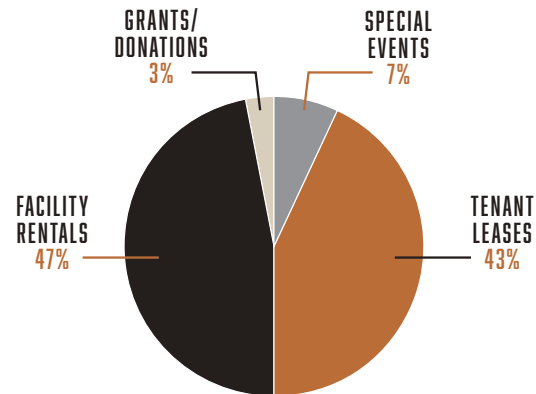
COMMUNITY PROGRAMS • WEDDINGS • BUSINESS EVENTS • POSSIBILITY OF PASSENGER RAIL SERVICE

Upcoming Opportunities

- CABOOSE RESTORATION
- AMTRAK PASSENGER RAIL SERVICE



Income



Private Events

2018 TO 2023

TOTAL # EVENTS:	TOTAL # OF GUESTS:	# OF EVENTS FROM OUT OF STATE RESIDENTS:	ESTIMATED # OF OUT OF TOWN GUESTS:
580	75,245	107	26,335

PROJECTED 2024 - 2026

TOTAL # EVENTS:	TOTAL # OF GUESTS:	# OF EVENTS FROM OUT OF STATE RESIDENTS:	ESTIMATED # OF OUT OF TOWN GUESTS:
464	49,815	60	17,435

Operating Principles

WHEELHOUSE EFFECT

As consumers' experiences become more routine and predictable, they'll unconsciously become more interested in and motivated by surprise. The Depot is committed to adding surprise & delight to all processes, experiences, and interactions.

THE HEDGEHOG

Doing what you're good at will only make you good but focusing on what you can potentially do better than any other organization is the only path to greatness.

RADICAL HOSPITALITY

Radical hospitality requires intentional invitation and welcome. It goes beyond greeters and handshakes to welcome every person as an honored guest making them feel not just welcome but part of the Depot family.

EXPERIENTIAL RELATIONSHIPS

Showing customers and the community the Depot wants to be a part of their lives. We do this by creating and using experiences to generate long-term relationships and contributing to initiatives that impact more than just the Depot.

Trafalgar Tours

TRAFALGAR

2021 - 2024

166 TOURS
5,810 WORLDWIDE PASSENGERS

2025 & 2026: 2 NEW TOURS ADDED

138 TOURS SCHEDULED
4,830 ESTIMATED WORLDWIDE PASSENGERS

NONRESIDENT INTERACTIVE RESEARCH: 2018 TO 2023

11,934,000 ESTIMATED VISITORS (ANNUAL MEAN)

Based on the current report selection(s) 100.0% of the average annual nonresident visitors are represented.

REASON FOR TRIP

PRIMARY REASON ALL REASONS

Reason for Trip	Primary Reason (%)	All Reasons (%)
VACATION, RECREATIONS, PLEASURE...	40%	47%
VISIT FRIENDS/RELATIVES, ATTEND FAMILY EVENT	19%	23%
JUST PASSING THROUGH	26%	29%
BUSINESS, CONVENTIONS, MEETINGS....	11%	12%

ITRR Research: <https://www.umt.edu/tourism-recreation-research/interactive-data/>

BILLINGS DEPOT
Historic WEDDING AND EVENTS VENUE

WATCH THE LATEST UPDATES ON THE CAMPUS RENOVATION PROJECT!



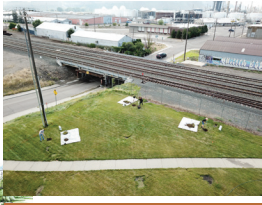


Timeline of Achievements



BILLINGS DEPOT

LOGO REDESIGN



POCKET PARK
DBA / BETTER OFF IN BILLINGS /
GIRL SCOUTS OF AMERICA

2018



REVEL - 1ST FULLY EXPERIENTIAL EVENT IN BILLINGS

2019

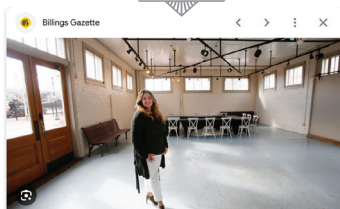
STEAM EDUCATION EVENT



CELEBRATING DEPOT HISTORY



THE POST - 1ST RETAIL POPSHOP FOR DOWNTOWN BILLINGS
BSED / DBA / SBDC



With opening of The Post, upscale meeting space a growing industry in Billings

2020



CPTED CAMPUS UPDATES
DBA

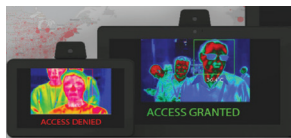


SYMPHONY AT THE DEPOT

GOV. BULLOCK COVID RECOGNITION



TECHNOLOGY UPDATES FOR SECURITY, VIDEO STREAMING, AND INFRARED COVID CHECKS



2021



BUSINESS AT THE DEPOT
PROJECT LOVE / DIA EVENTS

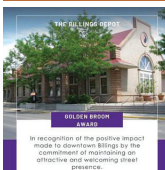


1909 SOCIETY



BUILT WITH BEEF
MY BEEF COUNCIL

GOLDEN BROOM AWARD
DBA



VIRTUAL REALITY TOUR
CUSHING TERRELL / DBA / VISIT BILLINGS



2022



CERTIFIED AUTISM CENTER
VISIT BILLINGS

CPTED & NEW CROSSWALK FOR MONTANA AVENUE

LAUNCHED EMPLOYEE BENEFITS FOR STAFF

LAUNCHED HISTORIC MONTANA AVENUE ASSOCIATION



ZERO ALCOHOL BEVERAGE SERVICE



FIRE SYSTEM UPGRADE (SCARITY)



2023-24

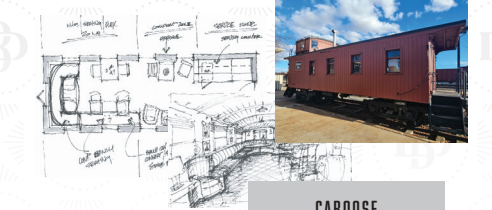
TRAFALGAR

SECURED 2 NEW TRAFALGAR TOURS FOR 2025 & 2026



ATTENDED 2 CONFERENCES TO PROMOTE BILLINGS & DEPOT TO WORLDWIDE TOUR AND MEETING PLANNERS

CABOOSE RESTORATION



RESTORATION WORK BEGINS

MONTANA HISTORIC PRESERVATION GRANT
ROOF / FLOORS / DOORS
MAILROOM RESTORATION
WALKWAY



JOINED VISIT SE MONTANA BOARD OF DIRECTORS TO SUPPORT TOURISM EFFORTS

