

Tourism Business Improvement District

Tourism IS Economic Development



- Last year 10 million non-residents spent over \$2 Billion in Montana.
 - Giving you 10 times your population to sell your goods and services to.



DREAM BIG!



Bill

\$850,000

\$250,000

\$320,000

\$34,000

- · Become Montana's Premiere Destination
- Develop a Community Brand Identity
- Explore Never Before Thought Of Opportunities to Increase Economy
- Filling Rooms During Need-Periods
- · Recruiting State Events (meetings/sports)

\$200,000

\$77,000

\$4,000

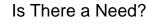
• Granting: Share the Opportunities



Is There A Need?

West Yellow. \$93,000

Helena, Kalispell, Havre



	<u>Tourisr</u>
Cody, WY	\$3,00
Cheyenne, WY	\$1,27
Bismarck, ND	\$950,
Rapid City, SD	\$2,20
Tri-Cities, WA	\$1,50
Billings, MT	\$200,









What is a BID?



- 1200 Communities have BID's
- · 42 States have enacted BID legislation
- Tourism BID's can be found in
 - Sacramento and other California Cities
 - Spokane and other Washington Cities
 - Rapid City and other South Dakota Cities
 - Wisconsin and other states



Glasgow

Billings

Great Falls

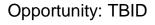




What is a Tourism BID?

- HB 235 simply expanded existing BID legislation;
- New Language
- Specifically allows for tourism promotion;
- District may be non-contiguous if lodging;
- Existing Chamber, CVB or like-organization must manage;
- Allows flat fee basis or sliding scale.





Start-Up Process—Hoteliers Petition

- Specific Use-Billings: Promote, Market & Sell our Brand TO FILL ROOM NIGHTS
- · Assessment Amount-Billings: \$1/occupied Room
- · Boundaries/Governing Body: City vs County - Where are most of the properties located
 - Knowledge of Council Members vs County Commissioners on BID's
- Exemptions—Billings chose same as current lodging tax Hoteliers/CVB Developed Objectives & Preliminary Budget
- Billings WHERE YA HEADIN

Opportunity: TBID



- Start-Up Process—Government Approval
 - City Council Work Session to review concept
 - Obtained signatures/presented to City Council
 - City Council approved the petition
 - All lodging facilities notified
 - Public hearing held
 - City Council approved the petition & appointed 7 member TBID board
 - Board members are lodging facility owners or designee - ONLY



Opportunity: TBID



- · Term: Maximum of 10 years Minimum of 3 years - Billings opted for 10 years
- · After initial term must re-petition
- All BID Fees are assessed thru Existing Tax
 - Property Tax Bill
 - Resort Tax
- Dissolution of TBID before term expires
 - 50% of the property owners can petition
 - TBID Board proposes no assessment



Opportunity: TBID

- Organizational Structure
 - Stand Alone TBID/CVB (if no existing CVB)
 - Committee of the CVB
 - Affiliate Agreement with Chamber/CVB
 - · Administrative Expenses
 - · Office Space and Overhead







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