



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!



- 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)
- Granting: Share the Opportunities



Is There a Need?



	<u>Tourism Marketing Budget</u>
Cody, WY	\$3,000,000
Cheyenne, WY	\$1,272,000
Bismarck, ND	\$950,000
Rapid City, SD	\$2,200,000
Tri-Cities, WA	\$1,500,000
Billings, MT	\$200,000



Is There A Need?



Billings	\$200,000	\$850,000
West Yellow.	\$93,000	\$250,000
Great Falls	\$77,000	\$320,000
Glasgow	\$4,000	\$34,000
Helena, Kalispell, Havre		



What is a BID?



- Montana's BID legislation for 25 years
- 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



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.



Opportunity: TBID



- **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



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



Thank You.

