

Approved Audits/Applications Committee 8/19/09

Organization Name: Billings Chamber of Commerce/ CVB
**Project Name: Meetings and Conventions Tradeshows,
Convention Recruitment, Group Tour
Recruitment, International Market Recruitment,
Site Visits.**

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Project Date: Fiscal Year 2009 - 2010

Application Completed by: Joan E. Kronebusch

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Meeting and Convention Recruitment

Conventions, meetings, seminars, and conferences are a major part of the Billings tourism industry. Many of the meetings held here are of a regional, national, and international nature. Convention delegates spend considerably more money per day than the leisure traveler does and typically meet in the shoulder season when occupancy is low. Because of air service, variety of rooms and prices, attractions and exhibit space, Billings offers an environment conducive to the requirements of this market. An important part of Convention Recruitment is being able to conduct a site visit to showcase our product for the potential client. Many groups require the host community to subsidize the group by paying room/facility fees. These fees are included in any contract the CVB enters into with the organization. Budget details are attached for the site visits, event fees and attendance of the following shows:

American Society of Association Executives – At this show association meeting planner attendance is over 2,300. We recommend attendance to generate regional and national association leads. ASAE is a decision maker’s trade show and has a ratio of meeting planners to exhibitors is 5-1.

Society of Government Meeting Professionals (SGMP) – This show targets the Government Market Meeting Professionals. Billings does very well with this proven market. There are over 500 planners in attendance. The ratio of suppliers to planners is 2-1. We are currently the only supplier member north of Denver in the rocky mountain region.

Destinations Showcase Washington DC – This trade show is limited to CVB’s that are members of Destination Marketing Association International. Over 900 meeting planners from the DC area and surrounding cities attend this show, a ratio of 5-1 planners to exhibitors. The shows offer a unique forum for CVB’s to sell in a “destination only” focused business environment.

Connect Market Place – This show attracts Corporate Meeting Planners and Association Executives in a large trade show setting. The show affords us the opportunity to have a booth and meet one on one with the large, mid and small meeting planners in attendance.

Travel, Events and Management in Sports (TEAMS) – TEAMS Marketplace features event owners meeting one on one with potential host cities. Attendance of TEAMS will allow us to gain knowledge and exposure within this growing sports market.

Religious Conference/Faith Based Conference Planners – the Rejuvenate 2009 trade show and convention allows the Billings CVB to present our product to the over 400 planners

who attend this Expo and educational convention. The religious market has been successful for Billings. This is a popular trade show for other CVB's of second and third tier cities. These conventions and retreats typically occur during the shoulder season.

National Tour Association –has proven successful in the past, therefore, we propose to continue this recruitment effort. This allows Billings to showcase our area to tour operator planners on a one-on-one basis. Pre-arranged appointments are based on operator and supplier interests.

Site Visits – often when a prospective meeting or event planner is interested in bringing a piece of business to your community, it is the community's responsibility to host all aspects of a site visit. This is everything from airfare, lodging, meals and rental car. We also utilize this category to make a site visit on a potential client, or attend an event that will be hosted in Billings the following year. This is called attendance building and it's a very important piece of our success. We promote Billings to the delegates that attend the current year's event.

Develop Objectives

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

1. Book eight citywide conventions/meetings in Billings.
2. Generate 8000 room nights for lodging facilities of Billings.
3. Generate 120 qualified leads.
4. Book a total of 20 groups (including citywide and sports) resulting in 18,000 room nights for lodging facilities of Billings.

Identify the portions of your marketing plan, which support this project.

Meetings and Convention Recruitment, Leisure Recruitment, Sports Event Recruitment

*Does this project support the Strategic Plan? **Yes** If so, describe how.*

- Goal 1;** Action 1.1 – Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.
Action 1.1e –Enhance tracking and reporting of results and ROI from state, regional and CVB advertising efforts.
Action 1.2a –Amplify targeted sales and marketing to attract groups, meetings and conferences to Montana.
- Goal 4;** Action 4.1a –Use local historic/cultural/tribal attractions as venues for conferences, events and educational seminars.
- Goal 5;** Action 5.1 – Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.
- Goal 9;** Action 9.2 – Foster opportunities to pool public and private marketing dollars.
Action 9.3 –Enhance funding for regions and CVB marketing efforts.

Detail pages attached Yes

**Billings CVB PROJECT BUDGET
Tradeshows/Conventions**

	State Tourism Funds		Other Funds		Total
ASAE	7500	+	1500	=	9000
Connect Market Place	4900	+	1500	=	6400
Destination Showcase DC	5150	+	1500	=	6650
SGMP	4800	+	1500	=	6300
TEAMS	4000	+	1500	=	5500
RCMA	4300	+	1500	=	5800
NTA	4000	+	150	=	4150
Event fees (opportunity funds will be used for fees)					
Site Visits	7500	+	2000	=	9500
TOTAL	\$42,150		\$11,150		\$53,300

09 - 10 Shows:

American Society of Association Executives: August 21 – 24, Los Angeles, CA

Convention Registration:	\$600
Membership:	\$475
Booth Space:	\$4000
Lodging:	\$800
Transportation:	\$345
Meals:	\$180
Ground:	\$100
Phone/fax/copies:	\$50
Convention Listing	\$150
Booth Equipment	\$200
Shipping/storage:	\$200
Mailing Label	\$200
Pre-Convention Postcard	\$100
Postage	\$100
Private funds	\$1500
Total:	\$9000

Site Visits:

Airfare:	\$2,000
Lodging:	\$1,250
Transportation:	\$1,000
Meals individual and group:	\$2,500
Conference fees:	\$500
Presentation Materials	\$250
Private Funds	\$2000
Total:	\$9500

Society of Government Meeting Professionals: May 19 –22, Kansas City, KS

Convention Registration:	\$1250
Membership:	\$300
Lodging:	\$1000
Transportation:	\$570
Meals:	\$180
Ground:	\$100
Phone/fax/copies:	\$100
Booth Equipment	\$300
Shipping/Storage:	\$600
Mailing Label	\$200
Pre-Convention Postcard	\$100
Postage	\$100
Private funds	\$1500
Total:	\$6300

Connect Market Place: August 26 – 30, Las Vegas, NV

Convention Registration:	\$2700
Membership:	\$300
Lodging:	\$450
Transportation:	\$300
Meals:	\$114
Ground:	\$75
Phone/fax/copies:	\$25
Booth Equipment:	\$250
Shipping/Storage:	\$286
Mailing Label	\$200
Pre-Convention Postcard	\$100
Postage	\$100
Private funds	\$1500
Total:	\$6400

Destination Showcase DC: February 25, Washington, DC

Booth Space:	\$2722
Membership:	\$300
Transportation:	\$300
Lodging:	\$600
Ground:	\$100
Meals:	\$108
Phone/fax/internet/copies:	\$20
Booth Equipment:	\$300
Shipping/Storage:	\$300
Mailing Label	\$200
Pre-Convention Postcard	\$100
Postage	\$100
Private funds	\$1500
Total:	\$6650

TEAMS: October 13 – 17, New Orleans

Booth Space:	\$2000
Membership:	\$400
Transportation:	\$400
Lodging:	\$700
Ground:	\$100
Meals:	\$108
Phone/fax/internet/copies:	\$20
Booth Equipment:	\$50
Shipping/Storage:	\$100
Mailing Label	\$50
Pre-Convention Postcard	\$50
Postage	\$22
Private funds	\$1500
Total:	\$5500

Religious Conference “Rejuvenate 2009”: October 27 – 30, Birmingham, AL

RCMA Membership:	\$100
Booth Space:	\$2020
Lodging:	\$500
Transportation:	\$400
Meals:	\$180
Ground:	\$100
Phone/fax/copies:	\$25
Booth equipment	\$275
Shipping/Storage:	\$300
Mailing Label	\$200
Pre-Convention Postcard	\$100
Postage	\$100
Private funds	\$1500
Total:	\$5800

National Tour Association: November 12-16, Montreal

Convention Registration:	\$1000
Membership:	\$600
Lodging:	\$942
Transportation:	\$620
Meals:	\$180
Ground:	\$100
Phone/fax/copies:	\$258
Booth Fee Share with TM	\$300
Private Funds	\$150
Total:	\$4150