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Billings Chamber of Commerce
Convention and Visitors Bureau



Media Release

Seven Billings' Events to Receive Ad Assistance from the Billings Chamber/Convention & Visitors Bureau to Help Draw Attendance from Region.

Billings, MT, June 19 2009: The Billings Chamber of Commerce/Convention and Visitors Bureau is proud to announce the official recipients of advertising dollars from the 2009-2010 Ad Assist campaign, formerly known as the Pick 6. The Ad Assist campaign is an annual advertising program managed by the Billings Chamber of Commerce/Convention and Visitors Bureau (CVB). The events the select panel ultimately chose for the 2009-2010 campaign matched specific Chamber/CVB goals and objectives. The Ad Assist campaign is intended to help new or existing events grow by reaching out to visitors from Eastern Montana, Northern Wyoming, Western North and South Dakota with the goal of attracting new visitors to Montana's Trailhead and boosting the local economy. These advertising dollars will help draw people from surrounding areas to Montana's Trailhead for these specific events. In turn, the visitors will help fill city room nights at area hotels and motels. The ripple effect is that visitors will also shop locally and eat at Billings' restaurants positively impacting the local business community as a whole. Billings CVB Director Joan E. Kronebusch says, "An event like the Yellowstone Highland Games, which will take place June 25 and 26, 2010, will bring important lodging business to Billings in the early season – before the summer season begins. This directly helps Billings' hotels and motels." Kronebusch adds, "The dollars Yellowstone Highland Games will receive from Ad Assist are the only advertising dollars this event has, so they are critical to the event's success and the impact on the local economy." Meantime, it is a misnomer that huge events like MontanaFair have unlimited advertising dollars. Kronebusch says this isn't the case, "MontanaFair is a crucial event for Montana's Trailhead. The awarded Ad Assist dollars helped MetraPark with advertising needs for outlying communities this summer."

For each recipient, an advertising campaign is developed and implemented. Due to regulations set forth by the State of Montana, *local* advertising is not part of the Ad Assist campaign. Again, the goal of this program is to attract visitors to Billings who in turn fill hotels, motels, restaurants and retail stores directly impacting the Billings' business community.

For Immediate Release

Announcing the 2009-2010 Ad Assist Recipients

MORE

The 2009-2010 Ad Assist recipients are:

Thunder on the Water

August 8-9, 2009

Snowmobile Water-X Racing focus. This was the inaugural event. It's projected that 50% of participants were from outside of Billings.

MontanaFair

August 7-15, 2009

MontanaFair is the largest event in Yellowstone County with a huge impact on local hoteliers and other Billings' businesses.

Big Sky Polka Fest

September 4-6, 2009

Records indicate that 75% of the 550-600 attendees to this event come from outside the Billings area. There is potential growth opportunity for the Big Sky Polka Fest.

The NILE Stock Show and Pro Rodeo

October 10-17, 2009

Approximately 30% of the 18,000 rodeo attendees travel from outside of Billings, resulting in 5,400 room nights at Montana's Trailhead. This equals shoulder season business for hoteliers.

Ag Tech & Construction Expo

January 7-9, 2010

35% of 11,000 attendees to this event are from outside of Billings.

Yellowstone Highland Games

June 25-26, 2010

Approximately 30-40% of the nearly 1,800 attendees are from outside of the Billings area. Potential growth opportunity for this event.

Big Sky State Games

July 16-18, 2010

More than 10,000 participants with approximately 1/3 traveling from outside Yellowstone County attend this annual event. Calculated figures do not include accompanying family/friends, so potential room night impact is quite large.

Past Ad Assist events have included: Clark on the Yellowstone, Magic City Blues Fest, Burn the Point, Yellowstone Art Museum's Art of Warner Bros. as well as the Western Heritage Center's Billings' 125th Celebration and Thomas the Tank Engine's visit to the Billings' Depot.

The Billings Chamber of Commerce/Convention & Visitors Bureau

"Our Mission is to develop a strong business climate and vibrant economy by serving the community in a leadership role thereby enhancing the quality of life."

"Billings is Changing. Your Chamber/CVB is Leading the Way."