



# Montana's City

**YOUR BUSINESS DESTINATION**



*Billings Chamber of Commerce*

**2024-2025  
ANNUAL PRIORITIES**



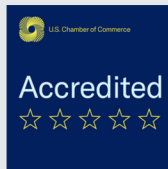
*We are Champions and Conveners, the Catalyst for growth*

## Strategic Direction

The Billings Chamber of Commerce has four main goals which drive our strategic action plan: Grow Business and Develop Leaders, Lead Visitor Growth, Influence Government Policy, and Enhance Quality of Place.

## Strategic Priorities 2024-2025

We are dedicated to bolstering business in Billings, unlocking the potential of our local economy, and harnessing the power of community, through collaboration with community organizations, workforce development and advocacy for policies and people that impact the quality of life for Billings and beyond.



The Billings Chamber of Commerce received the highest award that a chamber can receive from the U.S. Chamber of Commerce, 5-Star Accreditation. Less than 2% of chambers nationwide have earned this designation.



## Grow Business and Develop Leaders

We are committed to the growth and development of leaders in our community, through the cultivation of an environment of belonging and inclusivity and through our support of current and emerging leaders. We focus on growing our many leadership networks, such as Billings NextGEN, Women's Leadership Network and Leadership Billings. We encourage collaboration, cross participation and the strengthening of our workforce development partnerships.

As always, we are a champion for the business community through our promotion of both resident and executive relocation to Billings, and by connecting our members to meaningful engagement experiences, worthwhile benefits, and industry support and resources that facilitate business success.

## Lead Visitor Growth

The Chamber is proud to manage our region's Destination Leadership Organizations - Visit Billings and Visit Southeast Montana. Visit Billings drives leisure visitation to Montana's City and advocates for local tourism. Additionally, they strive to promote Billings as a premier destination for meetings and conventions, with a long range plan focused on youth sports recruitment, sports facilities, awareness and supporting signature events.

Visit Southeast Montana covers a vast region of thirteen counties and two reservations. Their goal is to foster visitation and growth, creating strong businesses in the region that bolster Billings' economy. They do this through a 25-stop Burger Trail, an award-winning Montana's Trail to the Stars, the launch of Montana's Great Wide Open, road trips from the Badlands to Breaks to Beartooths, and an upcoming launch of a regional ambassador program.



## Influence Government Policy

We are a leader in public policy advocacy, working at the local, state and federal levels to ignite change and spur economic growth. We drive discussions designed specifically to solve problems for businesses by prioritizing public safety, addressing housing supply issues, and focusing on workforce attainment.

We foster bipartisanship and radical collaboration to accomplish these goals, and we are steadfast in the endorsement of business-friendly candidates and providing them opportunities to engage with Chamber members and the community. The voice of our membership matters, so we strive to keep them informed of policy actions through our weekly and monthly communications and events.

## Organizational Goals

The Chamber's priority will always be its members, with a goal of always exceeding their expectations with our professional staff, influential board and welcoming space. We are "aspirational leaders" who value focused determination, inspiration, and collaboration over competition. We will continue to be THE trusted source for business and community information.

We are fortunate to have a stellar team, and we understand the value of continued investment in our staff and infrastructure. We facilitate an engaged and influential board of directors that has balanced representation across industry, demographics and organizational size. We are champions and conveners, the catalyst for growth.



## Enhance Quality of Place

The Chamber believes we should all "love where we live" and is an ambassador for the promotion and enhancement of this beautiful area we call home. We are proud to support the Certified Tourism Ambassador program and signature community events that position Billings at the forefront of a resident's or visitor's mind. We love sharing community "wins" and working in tandem with other entities in this effort.

We are committed to A Safer Billings and supporting the efforts to address jail and justice system issues while impressing the value of Crime Prevention Through Environmental Design in keeping businesses safe.

We are leading the charge to grow air service in Billings, working toward new targeted destinations, airline conversations, and taking into consideration the travel needs of the business community.

We continue to identify and lead transformational projects that increase visitor stays and encourage relocation to Billings. We actively collaborate with our partners to encourage talent recruitment, support downtown development and vibrancy, lead efforts for more trail connections and parks, and encourage sports facilities to grow sports tourism.

We believe it is important to be a city of belonging and inclusivity. All our staff have undergone training to be Certified Tourism Ambassadors (CTA) and have earned this certification. Additionally, we are a Certified Autism Center (CAC) by the IBCCES - the first destination in Montana to complete this designation. All staff members and executive committee members have completed autism and sensory awareness training, and our tourism partners have earned the Certified Autism Travel Planner certifications.

# BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE



Debbie Potter  
Chair  
Eide Bailly



Jess Peterson  
Vice Chair  
Western Skies Strategies



Toby O'Rourke  
Treasurer  
KOA, Inc.



Jeremy Yannatta  
Immediate Past Chair  
Marsh McLennan Agency



Carmelita Dominguez  
Executive Committee Member  
Montana Allergy & Asthma  
Specialists



Bryce Terptrax  
Executive Committee Member  
Jones Construction, Inc.



Nick Steen  
Executive Committee Member  
Flying V Hospitality:  
Walkers/Bin 119

## DIRECTORS



Matt Blakeslee  
Art House Cinema &  
Pub/Babcock Theater



Spencer Frederick  
Stockman Bank



Heather McDowell  
Sibanye Stillwater



Brian Brown  
First Interstate Bank



Becky Rosenleaf  
KLJ



Shea Dawson  
Thirsty Street Brewing Co



Carolee (McCall) Smith  
McCall Homes



Dusty Eaton  
A&E Design



Steve Wahrlich  
Best Western Clocktower Inn



Karen Baumgart-Miller  
Kaleidoscope Group



Tracy Neary  
Intermountain Health



Ryan Brosseau  
KTVQ Communications, LLC

## EX-OFFICIO MEMBERS

Chris Kukulski  
City of Billings

Dr. Stefani Hicswa  
Montana State University Billings

Leonard Smith  
Native American Development  
Corporation

Katy Schreiner  
Downtown Billings Alliance

Dr. Erwin Garcia  
Billings School District #2

Dr. Bob Wilmouth  
Rocky Mountain College

Steve Arveschaug  
Big Sky Economic Development

D'Vaughn Hayes  
TDS Fiber

# MEET OUR TEAM



The Billings Chamber of Commerce has nearly 1,100 members that employ over 45,000 people. 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.



**John Brewer, CAE,**  
President & CEO



**Daniel Brooks**  
Business Advocacy  
Director



**Megan Stevenson, IOM**  
Finance Director



**Kelsi Gambill, MSPR**  
PR & Communications  
Manager



**Cathy Grider**  
Workforce  
Development Manager



**Austrin Martens**  
Events & Marketing  
Manager



**Katie Utgaard**  
Finance Specialist



**Toby Walker**  
Member Recruitment  
Manager



**Callen Kleinhenz**  
Membership  
Engagement Manager



**Lathan Howard**  
Member & Operations  
Specialist



Visit Billings is a leading tourism brand in Montana comprised of Billings Tourism Improvement District and Billings Convention and Visitors Bureau and is managed by the Billings Chamber of Commerce.



**Aly Eggart, MSPR, CATP**  
Executive Director



**Polly Mulvaney, CATP**  
Group Sales Manager



**Kyra Cousins, CATP**  
Visitor Services Manager



**Evan Decker, STS, CATP**  
Sports Tourism Manager



Visit Southeast Montana, one of six regional destination marketing organizations in Montana, is managed by the Billings Chamber of Commerce. Their mission is to promote visitation to 13 counties and the Crow and Northern Cheyenne Indian Reservations in the region.



**Brenda Maas, CATP**  
Executive Director



**Sarah Hollenbeck, CATP**  
Content & Marketing  
Specialist

We Appreciate the Partnership of Our  
*Major Investors*



Learn More at [BillingsChamber.com](http://BillingsChamber.com)