

RESOLUTION NO. 4263

A RESOLUTION APPROVING THE WORK PLAN AND BUDGET FOR FISCAL YEAR 2019-2020 FOR BUSINESS IMPROVEMENT DISTRICT NO. 101, AND PROVIDING FOR HEARING THEREON

WHEREAS, the City of Miles City by Ordinance 1202 established Business Improvement District No. 101;

AND WHEREAS, §7-12-1132 MCA requires the trustees of such business improvement district to annually submit to the City Council of the City of Miles City, for its approval, a work plan and proposed budget for the ensuing fiscal year;

AND WHEREAS, on July 8, 2019, the trustees of said District did submit to the City Council their proposed work plan for FY 2019-2020;

AND WHEREAS, the City Council has considered and approves of such work plan and proposed budget, and desires to finally approve the same, following a public hearing as required by §7-12-1132(3) MCA

NOW THEREFORE, IT IS RESOLVED BY THE CITY COUNCIL OF THE CITY OF MILES CITY, MONTANA AS FOLLOWS:

Upon hearing and full consideration, the City Council of the City of Miles City hereby approves the work plan and proposed budget of Business Improvement District No. 101 for FY 2019-2020, attached hereto as Exhibit "A" and made a part hereof.

BE IT FURTHER RESOLVED that pursuant to §7-12-1132(3) MCA, a public hearing shall be held on the above proposed approval on the 13th day of August, 2019 at 6:00 p.m. in the Council Chambers at City Hall, 17 S. Eighth Street, Miles City, Montana. The City Clerk shall cause notice of such hearing to be published in the Miles City Star, in accordance with §15-10-203 MCA, at least 2 times with at least 6 days separating each publication. Such publication shall be placed in a portion of the newspaper other than that portion utilized for legal and classified advertisements.

SAID RESOLUTION READ AND PUT UPON ITS FINAL PASSAGE THIS 23rd DAY OF JULY, 2019.



John Hollowell, Mayor

ATTEST:



Lorrie Pearce, City Clerk

SAID RESOLUTION FINALLY PASSED AND ADOPTED BY A DULY CONSTITUTED QUORUM OF THE CITY COUNCIL OF THE CITY OF MILES CITY, MONTANA, THIS 13th DAY OF AUGUST, 2019.



John Hollowell, Mayor

ATTEST:



Lorrie Pearce, City Clerk

FY 2020 TBID Marketing Plan

The 2020 Marketing Plan is based on collections from the member hoteliers in the district. The collection rate increased based on a unanimous vote of the board at the end of the last fiscal year. The collection rate was raised to \$2.00 a room night. This raise was based on the rise in rate seen throughout the state. The attached pie chart shows how the funds will be used for the fiscal year based on an average annual collection rate.

Marketing Expense	\$12,000.00	13%
Event Marketing/ Sponsorship	\$45,000.00	47%
Tournament/Convention Recruiting	\$25,000.00	26%
Print Advertising	\$9,000.00	9%
Insurance	\$2,000.00	2%
Miscellaneous	\$3,000.00	3%
	\$96,000.00	

