



A G E N D A

Board of Directors Meeting

November 18, 2014 – 8:00 a.m. at the Bend Visitor Center
(Downtown Bend on the corner of Lava and Oregon)

- I. Approval of minutes from previous board meeting
- II. Financial Report (5 minutes)
 - a. Scott Greenstone & Doug will brief the Board on FY15 YTD finances.
- III. Tourism Metrics Update (5 minutes)
 - a. Doug will update the board on key tourism metrics including TRT collections, website analytics, citywide occupancy, Visitor Center traffic, and social media engagement.
- IV. New Contract and Bylaws (15 minutes)
 - a. A review of Visit Bend's new contract with the City of Bend and a discussion on future bylaw amendments
- V. 2014/2015 Winter Marketing Update (5 minutes)
 - a. Nate and Doug will update the board on the fall and winter marketing campaign.
- VI. Group Sales Updates (5 minutes)
 - a. Kevney will brief the board on current bids, leads, and upcoming group activity.
- VII. Public Relations Updates (5 minutes)
 - a. Tawna will brief the board on recent PR and social media activity.
- VIII. Board Roundtable (10 minutes)
- IX. Public Comment (10 minutes)
 - a. Anyone from the public who wishes to address the board is welcome and encouraged to do so at this time.

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Visit Bend Board of Directors Meeting Minutes, September 16, 2014

Location: Bend Visitor Center

Present: Doug LaPlaca, Valerie Warren, Kevney Dugan, Nate Wyeth, Noelle Fredland, Jodie Barram, Matt Williams, Carolyn Eagan, Alan Dietrich, Dave Nissen, La Dona Canevaro, Amy Draheim for Brent McLean, Gregg Harper for Ben Perle, Scott Greenstone, Hank Therien, Lisa Sidor.

Guests: Wendy Puller, Joelle Brown, Andy Goggins, Jackie and Ray Haworth, Joe Ditzler, James Watts, Brent Graham, Paige Robinson, Paul Evers, Renee Mitchell, Tom Hinrichs, Dave Fox, Dave Rathbun, Olivia Imnan, Joelle Brown, Jamie Christman, Cindy Flues, Drew Jackson.

Call to Order

Doug LaPlaca called the meeting to order at 8:05am. Introduction of guests followed.

The minutes from the July Board Meeting were approved. Dave Nissen moved to approve the minutes and Noelle Fredland seconded. The vote to approve was unanimous.

Financial Report

Scott Greenstone presented financial statements from the first two months of the current fiscal year. TRT-based revenue is exceeding expectations even with growth projected into the budget. For the two months ended August 31st, revenue overall is up 17% over budget. Net income is currently 88,000 ahead of budget.

Scott noted that the City of Bend revenue is now broken out to show separately the additional revenue resulting from the ballot measure increase. Doug LaPlaca noted that the incremental funds are being tracked separately to allow for transparency as those funds are designated for out of state marketing.

Jodie Barram inquired about the percentage variance in the Visitor Development area. Scott stated that the Visitor Development fund is related to events and that there are often timing variances in this area.

Tourism Metrics Updates

Doug presented summary documents included in the Board Packet highlighting key tourism metrics.

The primary metrics used are TRT collections and gross lodging revenue. Summer 2014 is the third year in a row showing record numbers.

Doug discussed a chart showing citywide occupancy through June 2014 as compiled by RRC Associates based on information from Smith Travel Research.

Website traffic is also an important metric to measure as Visit Bend's marketing is focused on driving traffic to the site. July and August 2014 represented a 43% increase in visits over the same period last year. The website is on pace to exceed 1.6 million visits during the 2015 fiscal year.

Visit Bend's social media outlets continue to grow. The Visit Bend Facebook page now has over 100,000 followers. Other outlets such as YouTube, Twitter, and Instagram continue to grow.

2014/2015 Winter Marketing Update

The upcoming winter marketing campaign is designed to re-engineer how Visit Bend is marketing the winter season.

An overview of the plan for the winter marketing campaign was presented in the Board Packet.

The main goals and objectives are to increase shoulder season citywide lodging occupancy 3% year-over-year, shoulder season TRT collections 12% year-over-year, winter citywide lodging occupancy 4% year-over-year, and winter TRT collections 16% year-over-year.

The 2014/2015 strategy will include all of Oregon and the greater Seattle area. Advertising in targeted national publications such as *SKI magazine*, *Mountain Magazine*, and through Travel Oregon will also be included.

Additional strategies are listed in the Board Packet.

campaign focusing on the Portland, Eugene, and Seattle markets. The winter mini-guide will also be distributed through the Pacific Northwest through targeted magazines. The Visitor Guide with winter cover will be distributed throughout the Northwest.

The Bend Ale Trail is the cornerstone of shoulder season marketing efforts. November will be promoted as "Bend Ale Trail Month."

Visit Bend will also attend winter consumer ski shows as well as the Mountain Travel Symposium.

The winter 2014/2015 creative campaign - including print, TV, and radio - was presented during the Board Meeting.

Group Sales Updates

Group Sales Updates are included in the Board Packet.

Public Comment

Jackie Haworth commented that in-flight magazines may be an effective place to advertise although they are generally very expensive spots.

Andy Goggins asked if there would actually be trophies given as prizes during Bend Ale Trail Month. Yes, there will be trophies.

James Watts asked if the breweries needed to do anything to prepare for Bend Ale Trail Month. Visit Bend will coordinate with the breweries.

Jamie Christman asked if there would be additional shoulder season - vs. winter - advertising. Shoulder season will be promoted through the Bend Ale Trail and through the Bend Cultural Tourism Fund.

Lisa Sidor commented that several visitors have commented how friendly everyone is around town.

Board Roundtable

Doug stated that a position on the Visit Bend Board of Directors will be coming open in November. He stated that anyone interested in this position should email him.

Gregg Harper stated that he like the winter campaign.

Amy Draheim is curious to see how the shoulder season will turn out.

Noelle Fredland said she is happy that the Hampton Inn is open and also stated there is one more concert left in the season.

La Dona Canevaro is impressed by the marketing campaign.

Jodie Barram stated that the City will be discussing vacation rentals starting with a presentation tomorrow night. She will also be attending the League of Oregon Cities meeting.

Alan Dietrich is looking forward to the launch of the "Drinkable Detours."

Dave Nissen pointed out that it is important to remember that 70% of the TRT collections go into important infrastructure in the City as well as police and fire. He is concerned about the noxious weed issue around the area.

Matt Williams is hoping for more winter and shoulder season events. The Pine Ridge Inn had a good summer.

Carolyn Eagan stated that the City has just created a new streets division that will address issues such as paving and weed management. There will be significant street improvements and sewer work going forward. There will be some construction work going on around the Colorado Avenue Bridge starting in the spring. They are trying to get events into the shoulder season vs. the summer.

The meeting adjourned at 9:34am. Notes By: Valerie Warren. September 16, 2014

Visit Bend

Budget-to-Actual P&L Analysis

For the four months ended October 31, 2014

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - 9.0%	145,216	136,738	8,477	6.2%	757,824	648,981	108,843	16.8%
City Funding - 1.0%	37,648	35,451	2,198	6.2%	196,473	168,254	28,219	16.8%
Retail Sales	9,727	7,558	2,170	28.7%	52,025	43,278	8,746	20.2%
Advertising	8,993	4,854	4,139	85.3%	23,352	16,528	6,824	41.3%
Event Revenue	1,400	-	1,400	100.0%	1,997	-	1,997	100.0%
Other Revenue	7,502	3,333	4,169	125.1%	7,732	13,333	(5,601)	(42.0%)
Total	210,486	187,935	22,552	12.0%	1,039,401	890,375	149,026	16.7%
Personnel Expenses								
Base Pay	36,141	37,232	(1,091)	(2.9%)	140,334	149,105	(8,771)	(5.9%)
Overtime	-	-	-	0.0%	-	-	-	0.0%
Incentive Pay	-	-	-	0.0%	4,500	4,500	-	(0.0%)
Payroll Taxes	2,149	2,979	(830)	(27.9%)	9,246	12,288	(3,042)	(24.8%)
Employee Benefits	4,598	4,754	(156)	(3.3%)	18,375	19,016	(642)	(3.4%)
Total	42,888	44,965	(2,077)	(4.6%)	172,454	184,910	(12,455)	(6.7%)
Sales & Marketing Expenses								
Cultural Tourism Fund	14,215	12,914	1,301	10.1%	72,072	61,293	10,780	17.6%
Visitor Development Fund	3,905	7,500	(3,595)	(47.9%)	11,533	14,500	(2,967)	(20.5%)
Online Mktg	3,858	4,900	(1,042)	(21.3%)	41,669	37,100	4,569	12.3%
Photo	550	750	(200)	(26.7%)	2,075	7,150	(5,075)	(71.0%)
Print	7,446	10,000	(2,554)	(25.5%)	55,840	59,000	(3,160)	(5.4%)
Production	19,029	6,250	12,779	204.5%	39,464	24,500	14,964	61.1%
Radio	2,310	5,000	(2,690)	(53.8%)	36,014	35,000	1,014	2.9%
Trade Shows	-	-	-	0.0%	1,000	229	771	336.7%
TV	3,653	-	3,653	0.0%	82,000	85,000	(3,000)	(3.5%)
Collateral	3,182	8,000	(4,818)	(60.2%)	27,835	32,000	(4,165)	(13.0%)
Postage	3,170	3,500	(330)	(9.4%)	9,274	14,000	(4,726)	(33.8%)
Public Relations	641	350	291	83.2%	938	700	238	34.0%
Promotions	9,056	9,000	56	0.6%	26,003	25,500	503	2.0%
Research	-	600	(600)	(100.0%)	750	1,200	(450)	(37.5%)
Web. Dev.	2,078	-	2,078	0.0%	5,584	5,050	534	10.6%
Travel & Meals	3,586	3,500	86	2.5%	6,581	7,500	(919)	(12.3%)
Retail Purchasing	8,298	8,412	(115)	(1.4%)	42,914	35,622	7,292	20.5%
Total	84,978	80,677	4,301	5.3%	461,544	445,344	16,200	3.6%
Overhead Expenses								
Building Lease	4,139	4,139	-	0.0%	16,250	16,250	-	0.0%
Building Maintenance	641	691	(50)	(7.2%)	2,719	2,763	(44)	(1.6%)
Equipment Lease & Maint.	344	368	(24)	(6.6%)	1,333	1,472	(139)	(9.5%)
Professional Fees	2,700	3,000	(300)	(10.0%)	13,497	12,000	1,497	12.5%
Office Supplies	1,240	958	282	29.4%	4,311	3,833	477	12.5%
Utilities	353	500	(147)	(29.3%)	2,364	2,000	364	18.2%
Bank Fees	14	33	(19)	(56.8%)	128	133	(5)	(3.9%)
Dues & Subscriptions	221	1,125	(904)	(80.4%)	834	5,980	(5,146)	(86.1%)
Insurance	319	333	(14)	(4.2%)	1,277	1,333	(56)	(4.2%)
Licenses & Permits	-	167	(167)	(100.0%)	614	667	(53)	(7.9%)
Education & Training	-	50	(50)	(100.0%)	-	500	(500)	(100.0%)
Network & Telco	1,290	833	456	54.7%	5,068	3,333	1,735	52.0%
Non-Capital IT	-	42	(42)	(100.0%)	-	167	(167)	(100.0%)
Depreciation & Amort.	800	800	-	0.0%	3,200	3,200	-	0.0%
Interest Expense	74	(17)	91	(546.0%)	115	(67)	181	(272.0%)
Total	12,136	13,023	(887)	(6.8%)	51,751	53,565	(1,814)	(3.4%)
Total Expenses	140,002	138,664	1,338	1.0%	685,749	683,818	1,931	0.3%
Net Income	70,484	49,270	21,214	43.1%	353,652	206,557	147,095	71.2%
Net Income %	33.5%	26.2%	7.3%		34.0%	23.2%	10.8%	

Visit Bend
Financial Performance Analysis
 For the four months ended October 31, 2014

1) Operating Analysis

a) Revenue:	Oct14 Revenue was over budget by +\$22.6K (+12.0%) overall. This variance consisted primarily of a City Funding - 9.0% overage of +\$8.5K (+6.2%), a City Funding - 1.0% overage of +\$2.2K (+6.2%), a Retail Sales overage of +\$2.2K (+28.7%), an Advertising overage of +\$4.1K (+85.3%) and an Other Revenue overage of +\$4.2K (+125.1%). Year to date Revenue was over budget by +\$149.0K (+16.7%) overall. This variance consisted primarily of a City Funding - 9.0% overage of +\$108.8K (+16.8%), a City Funding - 1.0% overage of +\$28.2K (+16.8%), a Retail Sales overage of +\$8.7K (+20.2%), an Advertising overage of +\$6.8K (+41.3%), and an Event Revenue Overage of +\$2.0K (+100%), offset by an Other Revenue underage of -\$5.6K (-42.0%).
b) Personnel Expenses:	Oct14 Personnel Expenses were under budget by -\$2.1K (-4.6%). Year to date Personnel Expenses were under budget by -\$12.5K (-6.7%)
c) Sales & Marketing Expenses:	Oct14 Sales & Marketing expenses were over budget by +\$4.3K (+5.3%) overall primarily due to timing differences between budgeted and actual results that are expected to true up at FY15 progresses. Year to date Sales & Marketing expenses were over budget by +\$16.2K (+3.6%) overall, primarily due to timing differences between budgeted and actual results that are expected to true up at FY15 progresses. Note: The Sales & Marketing Budget is static. Year to date Revenue is over budget. Excess revenue will be used for additional Sales & Marketing expenses, primarily during FY15. As such, FY 15 Sales and Marketing expenses are expected to be over budget as FY 15 progresses, to the extent that Revenue remains over budget.
d) Overhead Expenses:	Oct14 Overhead expenses were under budget by -\$0.9K (-6.8%) overall, primarily due to timing differences between budgeted and actual results that are expected to true up at FY15 progresses. Year to date Overhead expenses were under budget by -\$1.8K (-3.4%) overall, primarily due to timing differences between budgeted and actual results that are expected to true up at FY15 progresses.
e) Net Income (Loss):	Oct14 Net Income of \$70.5K (33.5%) was over budgeted Net Income of \$49.3K (26.2%) by +\$21.2K (+7.3% - profitability points), primarily due to over budget City Funding Revenue. Year to Date Net Income of \$353.7K (34.0%) was over budgeted Net Income of \$206.6K (23.2%) by +\$147.1K (+10.8% - profitability points), primarily due to over budget City Funding Revenue. It is expected that FY 2015 will end with Net Income of nearly \$0, as budgeted.

2) Cash Flow & Balance Sheet Analysis




























a) Cash Flow Summary:	In Oct14, Cash increased by +\$118.4K to a month-end balance of \$445.5K. Year to date, Cash increased by +\$343.1K to a month-end balance of \$445.5K. The relatively high cash position at the end of Oct 2014 represents a temporary situation caused by the normal concentration of Net Income in the 1st Quarter of the Visit Bend fiscal year, compounded by favorable City Funding Revenue variances, as well as the accumulation of undisbursed grants to be made by the Bend Cultural Tourism Fund late in the fiscal year. There will be a spend down of this excess cash during the next 3 quarters and thus cash position is projected to end FY 2015 at a comparable amount to the end of FY 2014.
b) Balance Sheet:	The Balance Sheet remained very healthy as of Sep14, in terms of both "liquidity" (Current Ratio of 4.4) and "leverage" (Debt to Equity Ratio of 0.3). Visit Bend has excellent financial systems and discipline, so GFR fully expects Visit Bend to remain a financially stable organization in FY 2015 and beyond, since it will operate the organization well within its financial means and will be proactive in making necessary course corrections on discretionary spending in response to fluctuations in its revenue, in relation to Budget.

Web Site Traffic to www.visitbend.com

- www.visitbend.com hosted 502,667 visits from July 1 through October 31st. This is a 32% increase over the same time period last year.
- www.visitbend.com is on pace to exceed 1.7 million visit in FY15

Social Media Metrics

- **Facebook: Visit Bend** - 109,006 followers (up 7,755 since September board meeting)
 - Demographics: 65% female; 35% male; 70% of followers are aged 25-54
- **Facebook: Bend Ale Trail** 3,475 followers (up 418 since September board meeting)
 - Demographics: 51% male; 49% female; age: 25-54
- **YouTube Video Views:** 213,704 views (up 7,419 since September board meeting)
- **Vimeo Views:** 2,496 views (account created Nov. 4th, 2014)
- **Twitter:**
 - @VisitBendOR 7,686 followers (up 341 since September board meeting)
 - @BendAleTrail 1,961 followers (up 101 since September board meeting)
- **Instagram:** @visitbend 3,991 followers (up 791 since September board meeting)
- Consumer engagement on Facebook continues to grow (see below)

Overview						Likes	Reach	Visits	Posts	People
Page		Total Page Likes	New Page Likes	Posts This Week	Engagement This Week					
1	 Visit California	815K 	0% from last week	11	6.7K 					
2	 Travel Oregon	300.4K 	▲0.1% from last week	9	13.2K 					
3	 Visit Oregon's Washingt...	185.6K 	▲1.2% from last week	10	7.7K 					
4	 Travel Portland	120.5K 	▲0.2% from last week	9	2.4K 					
5	 Visit Bend Oregon	109K 	▲0.5% from last week	31	24.9K 					
6	 Mt Bachelor	70.4K 	▲0.5% from last week	7	6.8K 					
7	 Sunriver Resort	31.2K 	▲2.7% from last week	9	4.5K 					
8	 Central Oregon Visitors ...	28K 	▲0.2% from last week	7	952 					
9	 Downtown Bend, Oregon	22.9K 	▲1.1% from last week	6	3.2K 					

ROOM TAX COLLECTIONS

4:32 PM 11/14/2014

DESCHUTES COUNTY - TRT COLLECTION

	FY'06/07	CHANGE	FY'07/08	CHANGE	FY08/09	CHANGE	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE
JUL	\$ 716,888	0.4%	\$ 731,434	2.0%	\$ 765,977	4.7%	\$ 625,711	-18.3%	\$ 675,977	8.0%	\$ 762,447	12.8%	\$ 818,812	7.4%	\$ 915,363	11.8%	\$ 1,188,765	29.9%
AUG	\$ 662,652	1.8%	\$ 780,750	17.8%	\$ 720,864	-7.7%	\$ 672,341	-6.7%	\$ 674,385	0.3%	\$ 640,605	-5.0%	\$ 735,633	14.8%	\$ 906,575	23.2%	\$ 1,115,119	23.0%
SEP	\$ 315,666	15.4%	\$ 298,386	-5.5%	\$ 270,059	-9.5%	\$ 291,042	7.8%	\$ 315,140	8.3%	\$ 313,722	-0.4%	\$ 327,777	4.5%	\$ 403,810	23.2%	\$ 430,810	6.7%
OCT	\$ 134,276	7.7%	\$ 146,570	9.2%	\$ 155,739	6.3%	\$ 137,059	-12.0%	\$ 110,719	-19.2%	\$ 129,320	16.8%	\$ 126,948	-1.8%	\$ 139,234	9.7%		-100.0%
NOV	\$ 96,011	-13.6%	\$ 108,402	12.9%	\$ 117,513	8.4%	\$ 103,767	-11.7%	\$ 112,113	8.0%	\$ 101,784	-9.2%	\$ 105,795	3.9%	\$ 131,451	24.3%		-100.0%
DEC	\$ 255,358	3.0%	\$ 270,022	5.7%	\$ 219,848	-18.6%	\$ 188,621	-14.2%	\$ 199,866	6.0%	\$ 221,146	10.6%	\$ 252,250	14.1%	\$ 319,538	26.7%		-100.0%
JAN	\$ 145,706	-5.1%	\$ 174,971	20.1%	\$ 145,233	-17.0%	\$ 118,337	-18.5%	\$ 153,670	29.9%	\$ 125,545	-18.3%	\$ 180,588	43.8%	\$ 180,382	-0.1%		-100.0%
FEB	\$ 146,283	-3.6%	\$ 156,683	7.1%	\$ 105,982	-32.4%	\$ 121,654	14.8%	\$ 119,788	-1.5%	\$ 143,076	19.4%	\$ 154,062	7.7%	\$ 155,023	0.6%		-100.0%
MAR	\$ 162,468	5.9%	\$ 170,332	4.84%	\$ 131,707	-22.7%	\$ 147,374	11.9%	\$ 148,310	0.6%	\$ 151,221	2.0%	\$ 194,809	28.8%	\$ 224,459	15.2%		-100.0%
APR	\$ 120,642	-17.0%	\$ 119,878	-0.63%	\$ 84,134	-29.8%	\$ 90,000	7.0%	\$ 105,941	17.7%	\$ 121,015	14.2%	\$ 130,428	7.8%	\$ 181,695	39.3%		-100.0%
MAY	\$ 189,005	0.6%	\$ 187,974	-0.55%	\$ 162,566	-13.5%	\$ 143,816	-11.5%	\$ 190,961	32.8%	\$ 202,628	6.1%	\$ 219,254	8.2%	\$ 258,725	18.0%		-100.0%
JUN	\$ 365,547	1.7%	\$ 389,907	6.66%	\$ 319,914	-18.0%	\$ 332,197	3.8%	\$ 345,103	3.9%	\$ 445,126	29.0%	\$ 449,607	1.0%	\$ 462,519	2.9%		-100.0%
FYTD	\$ 1,695,206	3.5%	\$ 1,810,570	6.8%	\$ 1,756,900	-3.0%	\$ 1,589,094	-9.6%	\$ 1,665,502	4.8%	\$ 1,716,774	3.1%	\$ 1,882,222	9.6%	\$ 2,225,748	18.3%	\$ 2,734,694	22.9%
FY END	\$ 3,310,502	1.1%	\$ 3,535,309	6.8%	\$ 3,199,536	-9.5%	\$ 2,971,919	-7.1%	\$ 3,151,973	6.1%	\$ 3,357,635	6.5%	\$ 3,695,963	10.1%	\$ 4,278,774	15.8%	\$ -	-100.0%

CITY OF BEND - TRT COLLECTION

	FY'06/07	CHANGE	FY'07/08	CHANGE	FY08/09	CHANGE	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE
JUL	\$ 456,235	-2.3%	\$ 499,668	9.5%	\$ 449,316	-10.1%	\$ 433,489	-3.5%	\$ 489,662	13.0%	\$ 544,668	11.2%	\$ 543,438	-0.2%	\$ 586,376	7.9%	\$ 849,480	44.9%
AUG	\$ 405,012	7.0%	\$ 484,001	19.5%	\$ 436,886	-9.7%	\$ 384,731	-11.9%	\$ 444,130	15.4%	\$ 480,388	8.2%	\$ 534,186	11.2%	\$ 610,702	14.3%	\$ 845,966	38.5%
SEP	\$ 304,640	7.8%	\$ 348,769	14.5%	\$ 321,460	-7.8%	\$ 284,892	-11.4%	\$ 328,306	15.2%	\$ 377,773	15.1%	\$ 395,722	4.8%	\$ 462,399	16.8%	\$ 526,164	13.8%
OCT	\$ 242,044	6.9%	\$ 244,869	1.2%	\$ 242,479	-1.0%	\$ 224,398	-7.5%	\$ 250,959	11.8%	\$ 229,891	-8.4%	\$ 280,250	21.9%	\$ 338,624	20.8%		-100.0%
NOV	\$ 170,102	2.4%	\$ 182,718	7.4%	\$ 152,624	-16.5%	\$ 144,153	-5.6%	\$ 152,274	5.6%	\$ 166,215	9.2%	\$ 178,469	7.4%	\$ 211,531	18.5%		-100.0%
DEC	\$ 225,518	14.3%	\$ 206,565	-8.4%	\$ 151,022	-26.9%	\$ 185,489	22.8%	\$ 218,038	17.5%	\$ 205,601	-5.7%	\$ 228,195	11.0%	\$ 283,238	24.1%		-100.0%
JAN	\$ 169,128	-1.6%	\$ 169,935	0.5%	\$ 142,493	-16.1%	\$ 143,102	0.4%	\$ 153,692	7.4%	\$ 158,458	3.1%	\$ 183,934	16.1%	\$ 224,078	21.8%		-100.0%
FEB	\$ 198,207	9.6%	\$ 204,187	3.0%	\$ 160,038	-21.6%	\$ 165,234	3.2%	\$ 181,006	9.5%	\$ 191,409	5.7%	\$ 205,050	7.1%	\$ 257,662	25.7%		-100.0%
MAR	\$ 246,378	11.5%	\$ 232,424	-5.7%	\$ 167,398	-28.0%	\$ 198,289	18.5%	\$ 207,918	4.9%	\$ 225,231	8.3%	\$ 260,039	15.5%	\$ 349,559	34.4%		-100.0%
APR	\$ 232,178	7.8%	\$ 230,194	-0.9%	\$ 179,874	-21.9%	\$ 201,723	12.1%	\$ 215,623	6.9%	\$ 233,926	8.5%	\$ 273,645	17.0%	\$ 323,352	18.2%		-100.0%
MAY	\$ 289,413	7.5%	\$ 285,294	-1.4%	\$ 239,638	-16.0%	\$ 256,714	7.1%	\$ 290,647	13.2%	\$ 304,522	4.8%	\$ 358,299	17.7%	\$ 423,454	18.2%		-100.0%
JUN	\$ 363,435	9.6%	\$ 338,901	-6.8%	\$ 294,814	-13.0%	\$ 337,885	14.6%	\$ 348,207	3.1%	\$ 405,876	16.6%	\$ 446,842	10.1%	\$ 589,315	31.9%		-100.0%
FYTD	\$ 1,165,887	3.4%	\$ 1,332,438	14.3%	\$ 1,207,662	-9.4%	\$ 1,103,112	-8.7%	\$ 1,262,097	14.4%	\$ 1,402,829	11.2%	\$ 1,473,346	5.0%	\$ 1,659,477	12.6%	\$ 2,221,610	33.9%
FY End	\$ 3,302,290	6.3%	\$ 3,427,525	3.8%	\$ 2,938,041	-14.3%	\$ 2,960,098	0.8%	\$ 3,280,461	10.8%	\$ 3,523,958	7.4%	\$ 3,888,070	10.3%	\$ 4,660,291	19.9%	\$ -	-100.0%

Indicates Historical High For That Specific Month

1% TRT rate increase implemented in June 2014 in City of Bend



MARKETING UPDATES: NOVEMBER 2014

WINTER ADVERTISING CAMPAIGN

- The 2014/15 winter advertising campaign for Visit Bend will not only be Visit Bend's largest winter campaign, but Visit Bend's overall largest advertising campaign.
 - **Television:** Over 10,000 commercials will be aired across the entire state of Oregon, and the entire Seattle DMA, reaching both cable customers through a strategic buy with Comcast, and multiple buys with broadcast network partners including KGW and KPTV in Portland, and KOMO in Seattle. Buys are being put in place to maximize reach and frequency to Visit Bend's target demographics.
 - Utilizing new technologies, Visit Bend's television commercials will now have a complete statewide reach through geo-targeted pre-roll on a new ad server, supplemented by Youtube TruView ads with the goal of bridging the digital gap
 - **Radio:** Visit Bend will have nearly 8,000 radio commercials delivered to listeners statewide in Oregon, throughout the greater Seattle DMA, and around the world through added-value streaming sponsorships.
 - By partnering with multiple stations which index high with key demographics aligned with Visit Bend's targeted demographics, we are able to reach who we want, when we want, with the creative that will best resonate with the listeners.
 - Through a strategic buy, Visit Bend will be the sole sponsor of traffic and weather updates throughout the Seattle and Portland DMA, reaching hundreds of thousands within a captive setting.
 - Nearly 10 Million impressions when all is said and done.
 - Campaign was supplemented by on-air giveaways, text-to-win promotions, social media contests, and online streaming and banner ads, and for the first time on radio, targeted pre-roll video.
 - **Print:**
 - The Winter Mini Guide has been inserted (and distributed) in the early winter editions of Mountain Magazine and 1859 Magazine, the December issue of Portland Monthly, and will be inserted in to the January issue of Seattle Met. All inserts are accompanied by a two-page spread or full page ad. This piece has also been digitized to live on Visitbend.com
 - All Visit Bend printed collateral pieces are being distributed in welcome centers and corporate lunchrooms all over the PNW.

Visit Bend takes a "tradigital" approach to all aspects of its media buys. From TV to radio and print, digital comprises a large part of every buy. Examples included pre-roll video (TV), internet streaming (radio), and embedded guides and interactive websites tied to our print pieces.

WEBSITE

First four months of FY 2015.

- Traffic to www.visitbend.com was up 32.24% YOY, with a total of 502,667 visits from 7.1.2014 – 10.31.2014.
- A healthy balance of organic search, direct, and referral traffic from our advertisers is generating a YOY increase of 23% in unique visitors.
- On Monday, Nov. 3rd, we flipped the switch to winter mode on visitbend.com

Most Visited Pages in Sept. & Oct. 2014 (413,468 total pageviews)

- | | |
|---------------------------------|-------------------------------------|
| 1. Event Calendar (+66.34% YOY) | 7. Hot Deals (+342.25% YOY) |
| 2. Home (+18.36% YOY) | 8. Hotels & Motels (+13.51% YOY) |
| 3. Bend Ale Trail (+99.54% YOY) | 9. Breweries and Pubs (+41.26% YOY) |
| 4. What to Do (+22.81% YOY) | 10. Photo Gallery (+188.23% YOY) |
| 5. Hiking (+93.45% YOY) | |
| 6. Where to Stay (+29.29% YOY) | |

BEND ALE TRAIL

- Over 14,000 people have now completed the Bend Ale trail, nearly 1,000 of them since September.
- Bend Ale Trail month kicked off November 1st. A social media campaign has supplemented the tradigital campaign to increase engagement across Facebook, Instagram, and Twitter.
- On November 7-8, a Portland DJ came to Bend to experience the Bend Ale Trail. He's spending the next couple of weeks promoting it live on-air.
- Through the first 13 days of Bend Ale Trail month, traffic to the Bend Ale Trail page on visitbend.com is up 126.64% YOY and the BAT Month specific page has seen over 1,076 visits, ranking at the 10th most visited page this month. The Bend Ale Trail page is ranking at the third most visited page this month.

SOCIAL MEDIA

- **Facebook:**
 - Visit Bend is now nearing 110,000 likes. The strategy continues to be to publish frequently, targeting high-traffic periods with captivating posts that are sure to engage the audience. Selected posts are boosted if they are performing well, and geotargeted to ensure maximum reach to our target demographics.
- **Facebook: Visit Bend** - 109,006 (up 7,755);
 - Demographics: 65% female; 35% male; 70% of followers are aged 25-54
- **Facebook: Bend Ale Trail** 3,475 Likes (up 418);
 - Demographics: 51% male; 49% female; age: 25-54
- **YouTube Video Views: 213,704 views (up 7,419).**
- **Vimeo Views: 2,496 views** (account created Nov. 4th, 2014)
- **Twitter:**
 - @VisitBendOR 7,686 followers (up 341)
 - @BendAleTrail 1,961 followers (up 101)
- **Instagram: @visitbend** 3,991 followers (up 791)

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Group Sales Update November 18, 2014

Key Updates

1. **USA Cycling Promoters Summit**
 - a. Great event that further established our relationship with USAC!
2. **Seattle Ski Show**
 - a. Great 3 days with Mt. Bachelor at Seattle Ski Show
3. **3 Big Bids – Hope to hear on all 3 over the next 2 months.**
4. **Ski Group Business – Transportation Costs**
 - **USA Cycling Cyclocross Nationals – Bid Submitted**
 - January 2017 & 2018
 - 1200 Competitors
 - Winter
 - **USA Track & Field Cross Country Nationals – Bid Submitted**
 - February 2016 & 2017
 - 600 Athletes
 - Winter
 - **USA Triathlon Duathlon Nationals - Bid has been submitted, site visit went great.**
 - October or June 2016 & 2017
 - 800 Athletes
 - Fall or Spring
 - **USA Cycling Fat Bike Nationals**
 - Winter 2016 & 2017
 - 300 Athletes
 - Winter
 - **USA Track & Field Mountain Running Nationals**
 - July 2015
 - 300 Athletes
 - **NAIA Cross Country Nationals**
 - November 2017 & 2018

- 600 Runners
- Late Fall
- **USSA Junior Cross Country Skiing Nationals**
 - March 2017 or 2018
 - 800 Skiers
 - Winter

2014 Confirmed Groups

Group	Month	Year	Total RN's
Oregon Senior Games	June	2014	1000
Leadman Tri	Sept	2014	1000
Cross Crusade Halloween	October	2014	1000
Rush Soccer	Aug.	2014	4000
Oregon Lacrosse Classic	July	2014	2500
Triple Crown Tournament	May	2014	3000
Ultimate Frisbee Sectionals	Sept	2014	200
USAC Promoters Summit	November	2014	400
		Total	13,100

2015 Confirmed Groups

Group	Month	Year	Total RN's
Oregon Senior Games	June	2015	1000
Cross Crusade Halloween	October	2015	1000
Rush Soccer	Aug.	2015	4000
Oregon Lacrosse Classic	July	2015	2500
Triple Crown Tournament	May	2015	3000
		Total	11,500

2016 Confirmed Groups

Group	Month	Year	Total RN's
Oregon Senior Games	June	2016	1000
Cross Crusade Halloween	October	2016	1000
Rush Soccer	Aug.	2016	4000
Oregon Lacrosse Classic	July	2016	2500
Triple Crown Tournament	May	2016	3000
WSHNA	May	2016	500
		Total	12,000

Tentative Groups –**2015**

Group	Month	Year	Total RN's
USATF – MT Running Nats	July	2015	500

2016

Group	Month	Year	Total RN's
USAT&F – XC Nats	February	2016	2000
USAT - Duathlon Nationals	October	2016	1500
USAC – Fat Bike Nationals	February	2016	300

2017

Group	Month	Year	Total RN's
USAT&F – Club XC Nats	February	2017	2000
USAT - Duathlon Nationals	October	2017	1500
USAC – Cyclocross Nationals	January	2017	3000
USAC – Fat Bike Nationals	February	2017	300

2018

Group	Month	Year	Total RN's
USAC – Cyclocross Nationals	January	2018	3000



Public Relations Updates: November 18, 2014

Press coverage from recent months

- The in-flight magazine for Alaska Airlines featured Bend in a recent article highlighting arts and culture around Oregon, calling out the High Desert Museum and Art in Public places. Arts and culture has been a big push for us in 2014, so we're happy to see tangible results on that front.
- We're already seeing a lot of great buzz about the whitewater park slated to open next spring. *The Seattle Times* just did a terrific in-depth article about it.
- *USA Today* released a piece last month on the nation's top beer towns, and of course, Bend and the Bend Ale trail were included.
- *Northwest Travel* magazine featured Newberry National Volcanic Monument in their October issue, which is another landmark we've been pitching lately with the area celebrating 25 years as a national monument in 2015. We recently created several pages on our website for Newberry, and did a two-part blog series on what to do there.
- *Outside* magazine featured the Bend Ale Trail (spotlighting Boneyard and Deschutes) in their piece on the best ski town brewpubs
- The *San Jose Mercury News* had a nice piece on golf destinations non-golfers can appreciate, too.
- *Bike* magazine had a piece in October spotlighting not only Bend's mountain biking scene, but the Bend Ale Trail.
- Lest we forget our local media, the *Bulletin* ran a great piece in October on mountain biking in Bend. The story went out on the wire, and got picked up by more than a dozen publications ranging from the *Durango Herald* to the *San Francisco Chronicle*.
- *Northwest Travel* just released their December issue featuring "spectacular ski loop vacations." There's a great write-up on Mt. Bachelor, including their kids ski free program.

Media pitches, upcoming coverage, and other PR initiatives

- Livability.com has a piece coming out in December featuring the nation's best beer cities, and Bend will be included.
- We've been working with freelancer Dave Seminara for a piece he's pitching to the *New York Times* on why people should visit Bend in 2015. The Bend Ale Trail is a big emphasis there. We hope to know more in the next month or two.

(over)

- We entertained a journalist from AAA's *Home and Away* magazine a couple months ago for a piece she's writing on Bend vacations. They have a readership of 1.3 million households, and she reported back after her trip that she had an amazing time.
- We recently hosted Jennie Skoy (AOL/Mapquest) writing a piece about hopping off the Pacific Crest Trail for a few days of pampering and fun in Bend. This piece will be timed with the release of the movie *Wild* in December.
- Other journalists we've entertained recently include Jill Adler (SnoCountry, Ski Press, Skiing magazine) and Johnathon Allen (Adventure Journal, Bicycling).
- We sent out press releases on Bend Ale Trail Month, our call for board applications, and the appointment of Valerie Warren as president of ODMO. We're getting ready to release one regarding registration for the 2015 Oregon Senior Games.
- Facebook continues to be one of the biggest tools in our PR arsenal. Here are some examples of posts from the last couple months that capture the imagery, strategy, and messaging of our recent Facebook efforts:
 - This shot we shared less than an hour after the first snowfall of the season reached more than 50,000 people and had tremendous engagement. It was a very deliberate image choice to signal our shift from warm-weather marketing (paddleboarding, sunset lake shots, etc.) to winter marketing, and it successfully set the stage by getting our page fans pumped up for winter recreation.
 - Last week's winter storm also provided a wealth of compelling imagery to share on our page, and it helps to have a talented in-house photographer (Nate) out there capturing shots for us every day. One strategy we've employed a lot lately is sharing multiple images in the same post to prompt page fans to scroll through them (thereby spiking our engagement).
 - In a similar vein, here's another shot Nate captured last week that gave us the "in-the-moment" vibe we always strive to capture on Facebook. We had this up on our page within minutes of Nate capturing the shot, and it supports the themes in our winter marketing campaign about getting outside in the winter months. Note the use of a question at the end of our copy block—another popular strategy for boosting engagement.
 - Giveaways are another key part of boosting our engagement and reach. We teamed up with Brasada Ranch to give away a two-night stay after they were named the #1 resort in the Pacific NW by *Conde Nast Traveler*. We prompted page fans to share why they deserved a getaway, and the result was a tremendous outpouring of sweet stories and strangers connecting and commenting on each other's triumphs and tragedies.
 - While "sharing" a post (using Facebook's share function) tends not to generate the highest number of likes/shares, we still try to include several shares a week within our Facebook lineup. This post we shared a few days ago from Mt. Bachelor performed very well for a shared post.
 - Black and white imagery is another thing we've seen performing well recently. Historically, these types of images didn't create a great deal of engagement, but there's been a shift in recent weeks (possibly due to the trending "black & white challenge," possibly due to the fact that winter images lend themselves well to this format). This was a terrific shot by Pete Alport, and we tagged Mt. Bachelor to boost our reach with the post.
 - Of course, brightly-colored sunsets continue to be among of the most popular types of images we post. Here's a great pair of shots from local photographer Jeff Bryant (again, employing the use of more than one photo to boost engagement). This post had our highest engagement in the last three months, with more than 62,000 people viewing it.