



A G E N D A

Board of Directors Meeting

February 16, 2016 – 8:00 a.m. at the Bend Visitor Center

- I. Approval of minutes from previous board meeting
- II. Financial Report (5 minutes)
 - a. Scott Greenstone & Doug will brief the Board on FY16 YTD finances.
- III. Tourism industry briefing (10 minutes)
 - a. Doug will brief the board on tourism industry news and metrics.
 - b. FY17 Planning Schedule (budgets, business plan, key collateral projects)
- IV. Marketing Update (15 Minutes)
 - a. Nate will brief the board on the winter marketing campaign, website updates, and other marketing related projects.
- V. Public Relations and Social Media Update (10 minutes)
 - a. Tawna will update the board on PR and social media activity.
- VI. Group Sales Updates (10 minutes)
 - a. Kevney will brief the board on group sales activity.
- VII. Board Roundtable (10 minutes)
- VIII. Public Comment (10 minutes)

#

Visit Bend
Budget-to-Actual P&L Analysis
For the month ended January 31, 2016

| | Current Month | | | | Year-to-Date | | | |
|---------------------------------------|------------------|------------------|-----------------|--------------|------------------|------------------|----------------|--------------|
| | Actual | Budget | Variance | Var. % | Actual | Budget | Variance | Var. % |
| Revenue | | | | | | | | |
| City Funding - 9.0% | 103,777 | 103,278 | 499 | 0.5% | 1,321,543 | 1,103,606 | 217,937 | 19.7% |
| City Funding - 1.0% | 26,905 | 26,776 | 129 | 0.5% | 342,622 | 286,120 | 56,502 | 19.7% |
| City Funding - 0.4% | 10,762 | 10,710 | 52 | 0.5% | 137,049 | 114,448 | 22,601 | 19.7% |
| Retail Sales | 7,862 | 4,705 | 3,157 | 67.1% | 119,257 | 99,648 | 19,609 | 19.7% |
| Advertising | 3,607 | 21,403 | (17,796) | (83.1%) | 47,725 | 47,141 | 584 | 1.2% |
| Event Revenue | 10,774 | - | 10,774 | 100.0% | 33,660 | 6,000 | 27,660 | 461.0% |
| Other Revenue | 10,000 | 3,000 | 7,000 | 233.3% | 10,190 | 21,000 | (10,810) | (51.5%) |
| Total | 173,688 | 169,872 | 3,816 | 2.2% | 2,012,046 | 1,677,964 | 334,083 | 19.9% |
| Personnel Expenses | | | | | | | | |
| Base Pay | 41,743 | 41,434 | 310 | 0.7% | 273,402 | 267,090 | 6,312 | 2.4% |
| Overtime | - | - | - | 0.0% | 331 | - | 331 | 0.0% |
| Incentive Pay | - | - | - | 0.0% | 6,849 | 6,500 | 349 | 5.4% |
| Payroll Taxes | 3,820 | 3,785 | 35 | 0.9% | 19,109 | 21,311 | (2,202) | (10.3%) |
| Employee Benefits | 5,768 | 5,149 | 619 | 12.0% | 35,660 | 36,042 | (382) | (1.1%) |
| Total | 51,332 | 50,367 | 964 | 1.9% | 335,351 | 330,943 | 4,408 | 1.3% |
| Sales & Marketing Expenses | | | | | | | | |
| Cultural Tourism Fund | 11,158 | 11,107 | 51 | 0.5% | 138,941 | 116,663 | 22,278 | 19.1% |
| Visitor Development Fund | 12,300 | 17,500 | (5,200) | (29.7%) | 75,648 | 50,800 | 24,848 | 48.9% |
| Online Mktg | 6,524 | 5,750 | 774 | 13.5% | 51,107 | 42,250 | 8,857 | 21.0% |
| Photo | 699 | 950 | (251) | (26.4%) | 4,023 | 11,300 | (7,277) | (64.4%) |
| Print | 36,320 | 33,500 | 2,820 | 8.4% | 349,971 | 157,000 | 192,971 | 122.9% |
| Production | 19,180 | 6,250 | 12,930 | 206.9% | 66,305 | 49,250 | 17,055 | 34.6% |
| Radio | 31,048 | 55,000 | (23,952) | (43.5%) | 108,836 | 110,000 | (1,164) | (1.1%) |
| Trade Shows | - | - | - | 0.0% | 1,114 | 4,154 | (3,040) | (73.2%) |
| TV | 107,180 | 77,500 | 29,680 | 38.3% | 235,487 | 240,000 | (4,513) | (1.9%) |
| Collateral | 1,149 | 7,000 | (5,851) | (83.6%) | 38,725 | 49,000 | (10,275) | (21.0%) |
| Postage | 2,195 | 3,500 | (1,305) | (37.3%) | 14,836 | 24,500 | (9,664) | (39.4%) |
| Public Relations | - | 350 | (350) | (100.0%) | 265 | 13,100 | (12,835) | (98.0%) |
| Promotions | 221 | 2,250 | (2,029) | (90.2%) | 39,362 | 56,500 | (17,138) | (30.3%) |
| Research | 204 | 2,100 | (1,896) | (90.3%) | 14,524 | 4,800 | 9,724 | 202.6% |
| Web. Dev. | 156 | - | 156 | 0.0% | 5,971 | 11,350 | (5,379) | (47.4%) |
| Travel & Meals | 1,452 | 3,500 | (2,048) | (58.5%) | 17,153 | 17,700 | (547) | (3.1%) |
| Retail Purchasing | 34,620 | 24,168 | 10,452 | 43.2% | 111,304 | 79,732 | 31,572 | 39.6% |
| Total | 264,405 | 250,425 | 13,980 | 5.6% | 1,273,573 | 1,038,099 | 235,474 | 22.7% |
| Overhead Expenses | | | | | | | | |
| Building Lease | 5,072 | 4,292 | 780 | 18.2% | 30,673 | 29,894 | 780 | 2.6% |
| Building Maintenance | 603 | 691 | (87) | (12.6%) | 5,226 | 4,836 | 391 | 8.1% |
| Equipment Lease & Maint. | 349 | 368 | (19) | (5.3%) | 2,549 | 2,576 | (27) | (1.0%) |
| Professional Fees | 5,563 | 5,250 | 313 | 6.0% | 29,838 | 35,750 | (5,912) | (16.5%) |
| Office Supplies | 1,160 | 1,243 | (83) | (6.7%) | 9,088 | 8,701 | 387 | 4.5% |
| Utilities | 1,428 | 600 | 828 | 138.0% | 8,667 | 4,200 | 4,467 | 106.4% |
| Bank Fees | 928 | 33 | 895 | 2,683.8% | 4,396 | 233 | 4,162 | 1,783.9% |
| Dues & Subscriptions | 2,088 | 975 | 1,113 | 114.1% | 7,030 | 8,325 | (1,295) | (15.6%) |
| Insurance | 1,946 | 400 | 1,546 | 386.6% | 4,826 | 2,800 | 2,026 | 72.4% |
| Licenses & Permits | - | 167 | (167) | (100.0%) | 1,418 | 1,167 | 251 | 21.5% |
| Education & Training | - | 100 | (100) | (100.0%) | 1,043 | 700 | 343 | 49.0% |
| Network & Telco | 470 | 1,000 | (530) | (53.0%) | 4,674 | 7,000 | (2,326) | (33.2%) |
| Non-Capital IT | - | - | - | 0.0% | - | - | - | 0.0% |
| Depreciation & Amort. | 800 | 800 | - | 0.0% | 5,600 | 5,600 | - | 0.0% |
| Interest Expense | (6) | (17) | 11 | (66.5%) | (33) | (117) | 83 | (71.4%) |
| Total | 20,412 | 15,903 | 4,509 | 28.4% | 115,017 | 111,665 | 3,353 | 3.0% |
| Total Expenses | 336,149 | 316,695 | 19,454 | 6.1% | 1,723,941 | 1,480,707 | 243,234 | 16.4% |
| Net Income | (162,461) | (146,823) | (15,638) | 10.7% | 288,105 | 197,257 | 90,848 | 46.1% |
| Net Income % | (93.5%) | (86.4%) | -7.1% | | 14.3% | 11.8% | 2.6% | |

Visit Bend

Financial Performance Analysis

For the month ended January 31, 2016

1) Operating Analysis

| | |
|---|---|
| a) Revenue: | Jan16 Revenue was over budget by +\$3.8K (+2.2%) overall. This variance consisted of a City Funding - 9.0% overage of +\$0.5K (+0.5%), a City Funding - 1.0% overage of +\$0.1K (+0.5%), a City Funding - 0.4% overage of +\$0.1K (+0.5%), a Retail Sales overage of +\$3.2K (+67.1%), an Event Revenue overage of +\$10.8K (+100%) and an Other Revenue overage of +\$3.0K (+233.3%), offset by an Advertising underage of -\$17.8K (-83.1%). Year to Date FY 2016 Revenue was over budget by +\$334.1K (+19.9%) overall. This variance consisted of a City Funding - 9.0% overage of +\$217.9K (+19.7%), a City Funding - 1.0% overage of +\$56.5K (+19.7%), a City Funding - 0.4% overage of +\$22.6K (+19.7%), a Retail Sales overage of +\$19.6K (+19.7%), an Advertising overage of +\$0.6K (+1.2%) and an Event Revenue overage of +\$27.7K (+461.0%), offset by an Other Revenue underage of -\$10.8K (-51.5%). |
| b) Personnel Expenses: | Jan16 Personnel Expenses were over budget by +\$1.0K (+1.9%). Year to Date FY 2016 Personnel Expenses were over budget by +\$4.4K (+1.3%). |
| c) Sales & Marketing Expenses: | Jan16 Sales & Marketing expenses were over budget by +\$14.0K (+5.6%), due to a combination of deliberate over budget spending of some of the year to date surplus revenue as well as due to timing differences between budgeted and actual results. Year to Date FY 2016 Sales & Marketing expenses were over budget by +\$235.5K (+22.7%), due to a combination of deliberate over budget spending of some of the year to date surplus revenue as well as due to timing differences between budgeted and actual results. |
| d) Overhead Expenses: | Jan16 Overhead expenses were over budget by +\$4.5K (+28.4%) overall, primarily due to timing differences between budgeted and actual results. Year to Date FY 2016 Overhead expenses were over budget by +\$3.4K (+3.0%) overall, primarily due to timing differences between budgeted and actual results. |
| e) Net Income (Loss): | Jan16 Net Loss of -\$162.5K (-93.5%) was over budgeted Net Loss of -\$146.8K (-86.4%) by -\$15.6K (-7.1% - profitability points) primarily due to over budget Sales & Marketing expenses, partially offset by over budget Revenue. Year to Date FY 2016 Net Income of \$288.1K (14.3%) was over budgeted Net Income of \$197.3K (11.8%) by +\$90.8K (+2.6% - profitability points) primarily due to over budget Revenue partially offset by over budget Sales & Marketing expenses. |

2) Cash Flow & Balance Sheet Analysis

| | |
|------------------------------|---|
| a) Cash Flow Summary: | In Jan16, Cash decreased by -\$143.3K to a month-end balance of \$608.0K. Year to Date FY 2016 Cash increased by +\$362.7K to a period-end balance of \$608.0K. This high cash position at Jan16 primarily represents a temporary situation caused by the Net Income referenced above combined with accrued expenses, that include 2015 BCTF grants that will be paid in FY 2016 as well as FY 2016 BCTF grants that will be substantially paid out before the end FY 2016. |
| b) Balance Sheet: | The Balance Sheet remained very healthy as of Jan16, in terms of both "liquidity" (Current Ratio of 2.4) and "leverage" (Debt to Equity Ratio of 0.6). Visit Bend has excellent financial systems and discipline, so GFR fully expects Visit Bend to remain a financially stable organization in FY 2016 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. |

ROOM TAX COLLECTIONS

3:37 PM 2/15/2016

DESCHUTES COUNTY - TRT COLLECTION

| | FY07/08 | CHANGE | FY08/09 | CHANGE | FY09/10 | CHANGE | FY10/11 | CHANGE | FY11/12 | CHANGE | FY12/13 | CHANGE | FY13/14 | CHANGE | FY14/15 | CHANGE | FY15/16 | CHANGE |
|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|---------|
| JUL | \$ 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% | \$ 1,271,350 | 6.9% |
| AUG | \$ 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% | \$ 1,169,306 | 4.9% |
| SEP | \$ 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% | \$ 430,477 | 6.6% | \$ 614,663 | 42.8% |
| OCT | \$ 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% | \$ 175,403 | 26.0% | \$ 240,295 | 37.0% |
| NOV | \$ 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% | \$ 195,905 | 49.0% | \$ 213,017 | 8.7% |
| DEC | \$ 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% | \$ 360,655 | 12.9% | \$ 396,621 | 10.0% |
| JAN | \$ 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% | \$ 230,003 | 27.5% | | -100.0% |
| FEB | \$ 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% | \$ 189,704 | 22.4% | | -100.0% |
| MAR | \$ 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% | \$ 276,134 | 23.0% | | -100.0% |
| APR | \$ 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% | \$ 189,582 | 4.3% | | -100.0% |
| MAY | \$ 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% | \$ 292,303 | 13.0% | | -100.0% |
| JUN | \$ 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% | \$ 625,431 | 35.2% | | -100.0% |
| FYTD | \$ 2,335,564 | 7.1% | \$ 2,250,000 | -3.7% | \$ 2,018,541 | -10.3% | \$ 2,088,200 | 3.5% | \$ 2,169,024 | 3.9% | \$ 2,367,215 | 9.1% | \$ 2,815,971 | 19.0% | \$ 3,466,324 | 23.1% | \$ 3,905,252 | 12.7% |
| FY END | \$ 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% | \$ 5,269,481 | 23.2% | \$ 3,905,252 | -25.9% |

CITY OF BEND - TRT COLLECTION

| | FY07/08 | CHANGE | FY08/09 | CHANGE | FY09/10 | CHANGE | FY10/11 | CHANGE | FY11/12 | CHANGE | FY12/13 | CHANGE | FY13/14 | CHANGE | FY14/15 | CHANGE | FY15/16 | CHANGE | Normalized |
|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|---------|------------|
| JUL | \$ 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% | \$ 864,560 | 47.4% | \$ 1,167,426 | 35.0% | 30% |
| AUG | \$ 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% | \$ 853,644 | 39.8% | \$ 1,020,894 | 19.6% | 15% |
| SEP | \$ 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% | \$ 554,820 | 20.0% | \$ 739,089 | 33.2% | 28% |
| OCT | \$ 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% | \$ 432,117 | 27.6% | \$ 530,033 | 22.7% | 18% |
| NOV | \$ 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% | \$ 289,304 | 36.8% | \$ 341,259 | 18.0% | 13% |
| DEC | \$ 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% | \$ 373,418 | 31.8% | \$ 411,047 | 10.1% | 6% |
| JAN | \$ 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% | \$ 322,539 | 43.9% | | -100.0% | -100% |
| FEB | \$ 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% | \$ 370,166 | 43.7% | | -100.0% | -100% |
| MAR | \$ 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% | \$ 482,713 | 38.1% | | -100.0% | -100% |
| APR | \$ 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% | \$ 465,107 | 43.8% | | -100.0% | -100% |
| MAY | \$ 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% | \$ 575,753 | 36.0% | | -100.0% | -100% |
| JUN | \$ 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% | \$ 782,422 | 32.8% | | -100.0% | -100% |
| FYTD | \$ 1,966,590 | 9.0% | \$ 1,753,786 | -10.8% | \$ 1,657,152 | -5.5% | \$ 1,883,369 | 13.7% | \$ 2,004,536 | 6.4% | \$ 2,160,260 | 7.8% | \$ 2,492,869 | 15.4% | \$ 3,367,862 | 35.1% | \$ 4,209,748 | 25.0% | 20% |
| FY End | \$ 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% | \$ 6,366,564 | 36.6% | \$ 4,209,748 | -33.9% | |

Indicates Historical High For That Specific Month

- 1% TRT rate increase implemented in June 2014 in City of Bend (9% to 10%)
- .4% TRT rate increase implemented in June 2015 in City of Bend (10% to 10.4%)
- 1% TRT rate increase implemented for Deschutes County on July 1, 2014 (7% to 8%)



MARKETING UPDATES: FEBRUARY 2016

WINTER AND SHOULDER SEASON ADVERTISING CAMPAIGNS

- Visit Bend's winter advertising campaign has been running since November 2, 2015 in the Bay Area, Seattle, and nearly all of Oregon.
 - **Television:** Through January, 4,526 television ads have run in Portland, Eugene, Seattle, San Francisco, and Sacramento DMAs.
 - Key partners included Comcast, KGW (Portland), KOMO (Seattle), and KTVU (Bay Area).
 - **Digital Video:** Visit Bend continues to be an industry leader in the delivery of advertising. This winter, we will be running our video ads not only on TV, but also on Facebook, Instagram, Pandora, and the Google Ad network (Youtube pre-roll). Several million impressions have been served across our digital campaign.
 - **Radio:** Visit Bend has been running traditional radio ads on the top ranked radio stations in Portland and Seattle DMAs. We're also running live-read ads on OPB, which are mirrored on streaming. Radio delivery in SFO will be in the form of Pandora. 1,346 terrestrial radio spots have run, while over 100,000 digital spots have aired.
 - **Print:** This year, Visit Bend has reached nearly 1.75 million readers through our print outreach. Our newly updated winter mini guide has been inserted in *Sunset*, *Mountain*, *Portland Monthly*, *Seattle Met*, *OnTrak*, and *NW Travel* magazines. In all instances, the guide inserts were supplemented by two page spreads. Over 750,000 winter mini-guides were printed and distributed during this campaign. We were also present in the Sunday travel section of four different issues of the San Francisco Chronicle.

VISIT BEND'S SHOULDER SEASON CAMPAIGN - SPRING

- Proposals for our spring shoulder season campaign are being reviewed right now with buys to be in place by the end of the month. The spring campaign will be activated on television with Comcast, and on radio/digital with Pandora, in order to maximize traffic to the website.

WEBSITE – Year over year traffic – past 365 days:

- Traffic to www.visitbend.com was up 29.53% YOY
- Unique visitors up 29.84% YOY
- Blog traffic is up 154.68% YOY, with uniques up 95%
- Pageviews are also up 22.14% year over year, surpassing the 3.6 million mark

Most Visited Pages

1. Events Calendar
2. Home Page
3. Bend Ale Trail
4. What To Do
5. Hiking
6. Where to Stay
7. Summer Fun
8. Winter Fun
9. Hotels and Motels
10. Family Fun

BEND ALE TRAIL

- Over 20,346 people have now completed the Bend Ale Trail.
- The Bend Ale Trail App has over 5,000 downloads since its launch in June on iOS and Android Devices
- During Bend Ale Trail Month, completions were up from the inaugural event by 17%, with 394 total completions. Survey respondents reported spending over \$18,615 on food and drinks, \$10,287 shopping, and stayed for an average of 3.1 nights.
- Traffic to the Bend Ale Trail page during the month of November was up 165% year over year.

SOCIAL MEDIA

- **Facebook: Visit Bend** - 166,148 (up 10,592 from Nov. board meeting). Engagement and reach continues to outpace Travel Oregon, Travel Portland, and Visit California, among other DMOs. Traffic from Facebook to visitbend.com is up 235.10% year over year.
- **Facebook: Bend Ale Trail** 4,760 likes
- **YouTube Video Views:** 576,597 views.
- **Vimeo Views:** 6,719 views
- **Twitter:**
 - @VisitBendOR 9,834 followers
 - @BendAleTrail 2,352 followers
- **Instagram: @visitbend** 20,078 followers (up 6,640)
 - Visit Bend began advertising on IG this winter, with calls to action pertaining to Bend Winter Fun.
- Visit Bend continues to utilize other platforms, including Pinterest and Google+ in a strategic manner to focus on SEO performance and increasing blog traffic.

####



Public Relations Updates: February 16, 2016

Press coverage from recent months

- We hosted *Washington Post* travel writer Dina Mishev last fall for an article she was writing on learning to like beer in the beer mecca of the universe. The piece turned out perfect (extra copies are circulating if you want to take one and read it later): <http://wapo.st/1mwXDv>
- Bend was featured prominently in a recent release of *Chevy New Roads* magazine (which goes out to 6.5 million Chevrolet owners 3x per year).
- *Sip Northwest* magazine did a fabulous piece on 8 essential watering holes in Bend, casting a great spotlight on Bend's culinary and alt beverage scene.
- *The Red Bulletin* (one of the largest international men's active lifestyle magazines, with a monthly circulation of 2.3 million) featured Bend trail running and the Bend Ale Trail on their list of 20 things to do before you die.
- We hosted journalist Patti Burness in September, and one of several pieces she's writing about Bend just appeared in *Marina Times* (a San Francisco-based magazine): <http://bit.ly/1Tfi8TI>
- The Outdoor Project (one of the fastest-growing online resources for outdoor adventure planning, with an estimated 720,000 unique monthly visits) posted a roundup of the 30 best hikes near Bend: <http://bit.ly/1SKJDou>
- *Travel + Leisure* included Bend in a roundup of the best winter getaways from Portland: <http://tandl.me/1WgGHO6>
- *Men's Health* featured the Bend Ale Trail in a recent article.
- The journalist we hosted in December from Trekaroo (America's most popular family-friendly travel site) posted fabulous articles about The Riverhouse, Jackson's Corner, Mt. Bachelor's Snowblast Tubing Park, Wanderlust Tours, Red Robin. Thanks to all for the team effort in making her stay amazing!

Media pitches, upcoming coverage, and other PR initiatives

- *Where to Retire* magazine will feature Bend in the March issue. We hosted the journalist in November.
- *Range* magazine (based in Jackson Hole) is working on a piece on shopping in Bend. We've been supplying them with photos and info.
- Bend was a finalist in *USA Today's* recent reader poll to determine the best ski town in the country. We'll have final results in the next day or two.

(over)

Facebook highlights

Here are some examples of Facebook posts from the last couple months that capture the imagery, strategy, and messaging of our recent Facebook efforts:

- One of our runaway best performing posts in the last few months was a photo of Nate's back deck. This was posted after 9 p.m. on the Tuesday night before Thanksgiving. Not a high-traffic slot, and not a stunning landscape photo, but it's a tremendous case study in how those in-the-moment posts (and Visit Bend's around-the-clock social media strategy) really resonates with page fans.
- This was another post that surprised us with its popularity. While video has been performing really well for us, "sharing" a video (as opposed to directly uploading the video to Facebook) did not perform well for us in the past. Not only that, but this share happened at 9:30 on a Thursday night, which is about two hours later than our normal peak in readership.
- This shared article about an incoming snowstorm is further indication that shared posts are unexpectedly performing well for us right now. You'll also see that we continue to engage in the comments and make sure we're getting maximum marketing value from this powerful social media tool.
- This one is a fairly recent post worth sharing because the copy is an example of the humor we try to inject into many of our posts. You'll also see we're engaging with readers in the comments. These strategies are one of the things setting us apart from a lot of DMOs who rely more heavily on scenic photos meant to speak for themselves.
- And of course, spectacular sunrise/sunset posts continue to be our bread and butter, and we can always count on Nate's photos to rack up some of our highest levels of engagement.



Visit Bend Sales Update – 2.16.2016

Key Updates

1. USATF XC Nationals - February 7th 2016 & 2017 – 600 plus Athletes – Big Success
2. USA Triathlon – Duathlon Nationals June, 25th 2016 – 800 athletes
3. Western State Hostage Negotiators Annual Meeting – April 24-27 2016 – 300 Attendees
4. USA Hop Growers Convention – January 2017 – 500 attendees
5. Middle School State Basketball Tournament – First 2 weekends in March. More teams.
6. Bend Marathon – April 24 – Registration pacing above last year.
7. Triple Crown Baseball Tournament – Memorial Day Weekend
8. Future Farmers of America 2017 & 2018 – March/April 2,000 Participants
9. Snowshoe Nationals – March 2017 – 300 Athletes

Key Groups/Events we are actively pursuing

1. NAIA Cross Country Nationals – 400 athletes, November
2. Nike XC Northwest Regionals – 600 athletes, November
3. USA Wrestling Northwest Regional – 700 athletes, March/April
4. USATF XC Events – 1,000 athletes, Fall/Winter
5. NAIA Women's Golf Nationals – May 2017 – 400 Athletes and Family
6. NAIA Wrestling Nationals – March 2017 & 2018 – 300 Athletes
7. American Cribbage Congress Grand Nationals – 600 participants, October 2020
8. USAC Collegiate Road Nationals – 400 Athletes, May 2017 & 2018 (Bid Submitted)
9. USA BMX Fall Grand Nationals – 1,000 Athletes, October 2016
10. Golden Gloves Nationals – May 2017 – 300 boxers/3000 room nights.
11. American Endurance Riders Conference – February 2017 – 200 Attendees
12. NW Fish Cultures Annual Conference – December 2018 – 400 Attendees
13. American Tree Farm National Leadership Conference – Fall 2018
14. Biodiversity With Out Borders Conference – April 2018

Oregon Senior Games

1. Thursday June 9th – Sunday June 12th. 300 Athletes, 7 States represented so far.

Additional Updates

1. Advertising sales continue to grow, especially online where we are seeing a direct correlation in the traffic to Visitbend.com resulting in a similar growth in click-thru rates to our advertisers.
2. Regional Sports Facility – University of Oregon Study is going well.