



A G E N D A

Board of Directors Meeting

May 9, 2017 – 8:00 a.m. at the Bend Visitor Center - 750 NW Lava Road, Bend, OR, 97701

- I. Approval of minutes from previous board meeting
 - a. March minutes.
- II. Financial Report (5 minutes)
 - a. Scott Greenstone will brief the Board on FY17 YTD finances.
- III. Tourism industry briefing (5 minutes)
 - a. Kevney will brief the board on tourism industry news.
- IV. Board Position Renewal
 - a. Matt Williams – May 2020
 - b. Brent McLean – May 2020
- V. Business Plan & Contract Amendments (10 Minutes)
 - a. Reserve Fund
- VI. Marketing Update (10 Minutes)
 - a. Nate will brief the board on current marketing efforts, website updates, and other marketing related projects.
 - b. Nate will review the winter campaign metrics.
- VII. Public Relations and Social Media Update (5 minutes)
 - a. Nate will update the board on PR and social media activity.
- VIII. Group Sales Updates (5 minutes)
 - a. Hank will brief the board on group sales activity.
- IX. Board Roundtable (10 minutes)
- X. Public Comment (10 minutes)

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Visit Bend
Financial Performance Analysis
For the period ended April 30, 2017

1) Operating Analysis

<p>City Funding Revenue - IMPORTANT ACCOUNTING NOTE ABOUT CHANGE FOR FY 2017</p>	<p>Due to a change in City Funding methodology and timing, Jul16 City Funding Revenue was \$0 on both a budgeted and actual basis. The City Funding payment received from the City in July was recognized as FY 2016 (Jun16) revenue, as per the normal methodology. There was no City Funding payment received in Aug16. The first check received in FY 2017 was in Sep16 which was recognized as Aug16 revenue. Therefore, there will only be 11 months of City Funding Revenue in FY 2017 as a result of the City shifting the remittance of City Funding timing back one month. FY 2018 and beyond will have 12 months of funding.</p>
<p>a) Revenue:</p>	<p>Apr17 Revenue was over budget by +\$56.2K (+25.8%) overall. This variance consisted of a City Funding overage of +\$53.2K (+25.8%), a Retail Sales overage of +\$4.1K (+82.0%), an Advertising overage of +\$0.9K (+20.5%), and an Other Revenue underage of -\$2.0K (-100%). Year to Date FY 2017 Revenue was over budget by +\$101.0K (+3.5%) overall. This variance consisted of a City Funding overage of +\$151.7K (+7.1%), a Retail Sales underage of -\$15.1K (-9.7%), an Advertising overage of +\$7.5K (+10.0%), an Event Revenue underage of -\$30.6K (-71.1%) and an Other Revenue underage of -\$12.6K (-63.1%).</p>
<p>b) Personnel Expenses:</p>	<p>Apr17 Personnel Expenses were under budget by -\$4.5K (-9.7%). Year to Date FY 2017 Personnel Expenses were under budget by -\$13.9K (-3.0%).</p>
<p>c) Sales & Marketing Expenses:</p>	<p>Apr17 Sales & Marketing expenses were under budget by -\$22.7K (-10.0%), primarily due to timing differences between budgeted actual expenses. Year to Date FY 2017 Sales & Marketing expenses were under budget by -\$88.6K (-3.6%), primarily due to timing differences between budgeted and actual expenses.</p>
<p>d) Overhead Expenses:</p>	<p>Apr17 Overhead expenses were under budget by -\$1.8K (-10.7%) overall, due to various small variances. Year to Date FY 2017 Overhead expenses were over budget by +\$8.9K (+3.4%) overall, primarily due to various expense categories.</p>
<p>e) Surplus (Deficit):</p>	<p>Apr17 Surplus of \$13.6K (4.9%) was over budgeted Deficit of -\$71.6K (-32.9%) by +\$85.2K (+37.9% profitability points) primarily due to over budget Sales & Marketing Expenses. Year to Date FY 2017 Deficit of -\$24.0K (-0.8%) was under budgeted Deficit of -\$221.7K (-7.8%) by +\$197.7K (+7.0% - profitability points) primarily due to over budget Revenue and under budget Sales & Marketing expenses.</p>

2) Cash Flow & Balance Sheet Analysis

<p>a) Cash Flow Summary:</p>	<p>In Apr17, Cash decreased by -\$43.6K to a month-end balance of \$206.3K. Year to Date FY 2017 Cash decreased by -\$117.9K to a period-end balance of \$206.3K.</p>
<p>b) Balance Sheet:</p>	<p>The Balance Sheet remained healthy as of Apr17, in terms of both "liquidity" (Current Ratio of 2.0) and "leverage" (Debt to Equity Ratio of 0.9). Visit Bend has excellent financial systems and discipline, so GFR fully expects Visit Bend to remain a financially stable organization in FY 2017 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.</p>

Visit Bend

Budget-to-Actual P&L Analysis

For the period ended April 30, 2017

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	259,659	206,449	53,210	25.8%	2,297,965	2,146,258	151,707	7.1%
City Funding - Prior Years	-	-	-	0.0%	416,000	416,000	-	0.0%
Retail Sales	9,167	5,036	4,131	82.0%	139,641	154,692	(15,051)	(9.7%)
Advertising	5,138	4,263	876	20.5%	82,832	75,286	7,546	10.0%
Event Revenue	-	-	-	100.0%	12,439	43,000	(30,561)	(71.1%)
Other Revenue	-	2,000	(2,000)	(100.0%)	7,376	20,000	(12,624)	(63.1%)
Total	273,964	217,748	56,217	25.8%	2,956,253	2,855,236	101,017	3.5%
Personnel Expenses								
Base Pay	34,350	38,038	(3,688)	(9.7%)	361,500	377,240	(15,739)	(4.2%)
Overtime	-	60	(60)	(100.0%)	372	600	(228)	(38.0%)
Incentive Pay	-	-	-	0.0%	6,480	5,100	1,380	27.1%
Payroll Taxes	2,998	2,758	240	8.7%	31,010	27,725	3,286	11.9%
Employee Benefits	4,619	5,642	(1,023)	(18.1%)	53,790	56,416	(2,626)	(4.7%)
Total	41,966	46,498	(4,531)	(9.7%)	453,153	467,080	(13,928)	(3.0%)
Sales & Marketing Expenses								
Cultural Tourism Fund	20,124	16,134	3,991	24.7%	210,047	190,932	19,115	10.0%
Visitor Development Fund	16,550	5,000	11,550	231.0%	195,108	179,000	16,108	9.0%
Online Mktg	36,327	39,683	(3,357)	(8.5%)	279,126	307,050	(27,924)	(9.1%)
Photo	1,100	1,200	(100)	(8.3%)	11,400	13,650	(2,250)	(16.5%)
Print	33,672	34,500	(828)	(2.4%)	238,643	316,000	(77,357)	(24.5%)
Production	-	7,500	(7,500)	(100.0%)	61,541	111,250	(49,709)	(44.7%)
Radio	5,425	34,500	(29,075)	(84.3%)	355,490	343,500	11,990	3.5%
Trade Shows	-	3,100	(3,100)	(100.0%)	-	5,779	(5,779)	(100.0%)
TV	55,890	57,500	(1,610)	(2.8%)	579,062	516,500	62,562	12.1%
Collateral	2,441	7,000	(4,559)	(65.1%)	45,801	70,000	(24,199)	(34.6%)
Postage	573	3,500	(2,927)	(83.6%)	19,200	35,000	(15,800)	(45.1%)
Public Relations	-	350	(350)	(100.0%)	13,876	15,650	(1,774)	(11.3%)
Promotions	3,000	2,000	1,000	50.0%	95,372	91,000	4,372	4.8%
Research	8,750	-	8,750	0.0%	39,224	42,400	(3,176)	(7.5%)
Web. Dev.	2,500	702	1,798	256.1%	10,242	12,352	(2,110)	(17.1%)
Travel & Meals	1,270	5,350	(4,080)	(76.3%)	17,518	24,850	(7,332)	(29.5%)
Retail Purchasing	6,084	8,490	(2,406)	(28.3%)	119,472	121,593	(2,121)	(1.7%)
Total	203,808	226,509	(22,701)	(10.0%)	2,348,377	2,437,007	(88,630)	(3.6%)
Overhead Expenses								
Building Lease	4,350	4,446	(96)	(2.2%)	46,710	44,304	2,406	5.4%
Building Maintenance	897	825	72	8.7%	9,744	8,250	1,494	18.1%
Equipment Lease & Maint.	354	385	(31)	(8.1%)	4,231	3,850	381	9.9%
Professional Fees	4,556	3,750	806	21.5%	49,782	44,150	5,632	12.8%
Office Supplies	283	1,300	(1,017)	(78.2%)	8,447	13,000	(4,553)	(35.0%)
Utilities	931	1,042	(111)	(10.7%)	12,638	10,417	2,222	21.3%
Bank Fees	326	417	(91)	(21.9%)	4,794	4,167	627	15.1%
Dues & Subscriptions	1,368	1,575	(207)	(13.1%)	19,645	18,000	1,645	9.1%
Insurance	354	575	(221)	(38.5%)	3,886	5,750	(1,864)	(32.4%)
Licenses & Permits	-	183	(183)	(100.0%)	1,555	1,833	(278)	(15.2%)
Education & Training	-	100	(100)	(100.0%)	2,382	1,250	1,132	90.6%
Network & Telco	412	1,000	(588)	(58.8%)	6,848	10,000	(3,152)	(31.5%)
Non-Capital IT	-	-	-	0.0%	-	-	-	0.0%
Depreciation & Amort.	800	800	-	0.0%	8,000	8,000	-	0.0%
Interest Expense	-	(17)	17	(100.0%)	(49)	(167)	117	(70.4%)
Total	14,629	16,381	(1,751)	(10.7%)	178,712	172,804	5,909	3.4%
Total Expenses	260,404	289,388	(28,984)	(10.0%)	2,980,241	3,076,891	(96,649)	(3.1%)
Surplus (Deficit)	13,561	(71,640)	85,201	(118.9%)	(23,988)	(221,655)	197,666	(89.2%)
Surplus (Deficit) %	4.9%	(32.9%)	37.9%		(0.8%)	(7.8%)	7.0%	

ROOM TAX COLLECTIONS

DESCHUTES COUNTY - TRT COLLECTION		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		
FY0809	FY0910	FY1011	FY1112	FY1213	FY1314	FY1415	FY1516	FY1617	FY1718	FY1819	FY1920	FY2021	FY2122	FY2223	FY2324	FY2425	FY2526	FY2627	FY2728	FY2829	FY2930	
JUL	\$ 765,977	4.7%	\$ 625,711	-18.3%	\$ 674,447	8.0%	\$ 782,447	12.8%	\$ 818,812	7.4%	\$ 915,363	11.8%	\$ 915,363	0.0%	\$ 1,271,350	29.9%	\$ 1,271,350	0.0%	\$ 1,271,350	0.0%	\$ 1,271,350	0.0%
AUG	\$ 720,864	-7.7%	\$ 672,341	-6.7%	\$ 674,385	0.3%	\$ 640,605	-5.0%	\$ 735,633	14.8%	\$ 906,575	23.2%	\$ 906,575	0.0%	\$ 1,188,765	29.9%	\$ 1,188,765	0.0%	\$ 1,188,765	0.0%	\$ 1,188,765	0.0%
SEP	\$ 270,059	-9.5%	\$ 291,042	7.8%	\$ 315,140	8.3%	\$ 313,722	-0.4%	\$ 327,777	4.5%	\$ 403,810	23.2%	\$ 403,810	0.0%	\$ 430,477	6.6%	\$ 430,477	0.0%	\$ 430,477	0.0%	\$ 430,477	0.0%
OCT	\$ 155,739	6.3%	\$ 137,059	-12.0%	\$ 110,719	-19.2%	\$ 129,320	16.8%	\$ 126,948	-1.8%	\$ 139,234	9.7%	\$ 139,234	0.0%	\$ 175,403	26.0%	\$ 175,403	0.0%	\$ 175,403	0.0%	\$ 175,403	0.0%
NOV	\$ 117,513	8.4%	\$ 103,767	-11.7%	\$ 112,113	8.0%	\$ 101,784	-9.2%	\$ 105,795	3.9%	\$ 131,451	24.3%	\$ 131,451	0.0%	\$ 199,905	49.0%	\$ 199,905	0.0%	\$ 199,905	0.0%	\$ 199,905	0.0%
DEC	\$ 219,848	-18.6%	\$ 188,621	-14.2%	\$ 199,866	6.0%	\$ 221,146	10.6%	\$ 252,250	14.1%	\$ 319,538	26.7%	\$ 319,538	0.0%	\$ 369,655	12.9%	\$ 369,655	0.0%	\$ 369,655	0.0%	\$ 369,655	0.0%
JAN	\$ 145,233	-17.0%	\$ 118,337	-18.5%	\$ 153,670	29.9%	\$ 125,545	-18.3%	\$ 180,588	43.8%	\$ 180,382	-0.1%	\$ 180,382	0.0%	\$ 230,003	27.5%	\$ 230,003	0.0%	\$ 230,003	0.0%	\$ 230,003	0.0%
FEB	\$ 105,982	-32.4%	\$ 121,654	14.8%	\$ 119,788	-1.5%	\$ 143,076	19.4%	\$ 154,062	7.7%	\$ 155,023	0.6%	\$ 155,023	0.0%	\$ 189,704	22.4%	\$ 189,704	0.0%	\$ 189,704	0.0%	\$ 189,704	0.0%
MAR	\$ 131,207	-22.7%	\$ 147,374	11.9%	\$ 148,310	0.6%	\$ 151,221	2.0%	\$ 194,809	28.8%	\$ 224,459	15.2%	\$ 224,459	0.0%	\$ 276,134	23.0%	\$ 276,134	0.0%	\$ 276,134	0.0%	\$ 276,134	0.0%
APR	\$ 84,134	-29.8%	\$ 90,000	7.0%	\$ 105,941	17.7%	\$ 121,015	14.2%	\$ 130,428	7.8%	\$ 181,695	39.3%	\$ 181,695	0.0%	\$ 189,582	4.3%	\$ 189,582	0.0%	\$ 189,582	0.0%	\$ 189,582	0.0%
MAY	\$ 162,566	-13.5%	\$ 143,816	-11.5%	\$ 190,961	32.8%	\$ 202,628	6.1%	\$ 219,254	8.2%	\$ 258,725	18.0%	\$ 258,725	0.0%	\$ 292,303	13.0%	\$ 292,303	0.0%	\$ 292,303	0.0%	\$ 292,303	0.0%
JUN	\$ 319,914	-18.0%	\$ 332,197	3.8%	\$ 345,103	3.9%	\$ 445,126	29.0%	\$ 449,607	1.0%	\$ 462,519	2.9%	\$ 462,519	0.0%	\$ 625,431	35.2%	\$ 625,431	0.0%	\$ 625,431	0.0%	\$ 625,431	0.0%
FYTD	\$ 2,632,922	-7.2%	\$ 2,405,906	-8.6%	\$ 2,509,988	4.3%	\$ 2,588,866	3.1%	\$ 2,898,674	11.9%	\$ 3,375,835	16.5%	\$ 3,375,835	0.0%	\$ 4,162,165	23.3%	\$ 4,162,165	0.0%	\$ 4,162,165	0.0%	\$ 4,162,165	0.0%
FY END	\$ 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%	\$ 4,278,774	0.0%	\$ 5,269,481	23.2%	\$ 5,269,481	0.0%	\$ 5,269,481	0.0%	\$ 5,269,481	0.0%

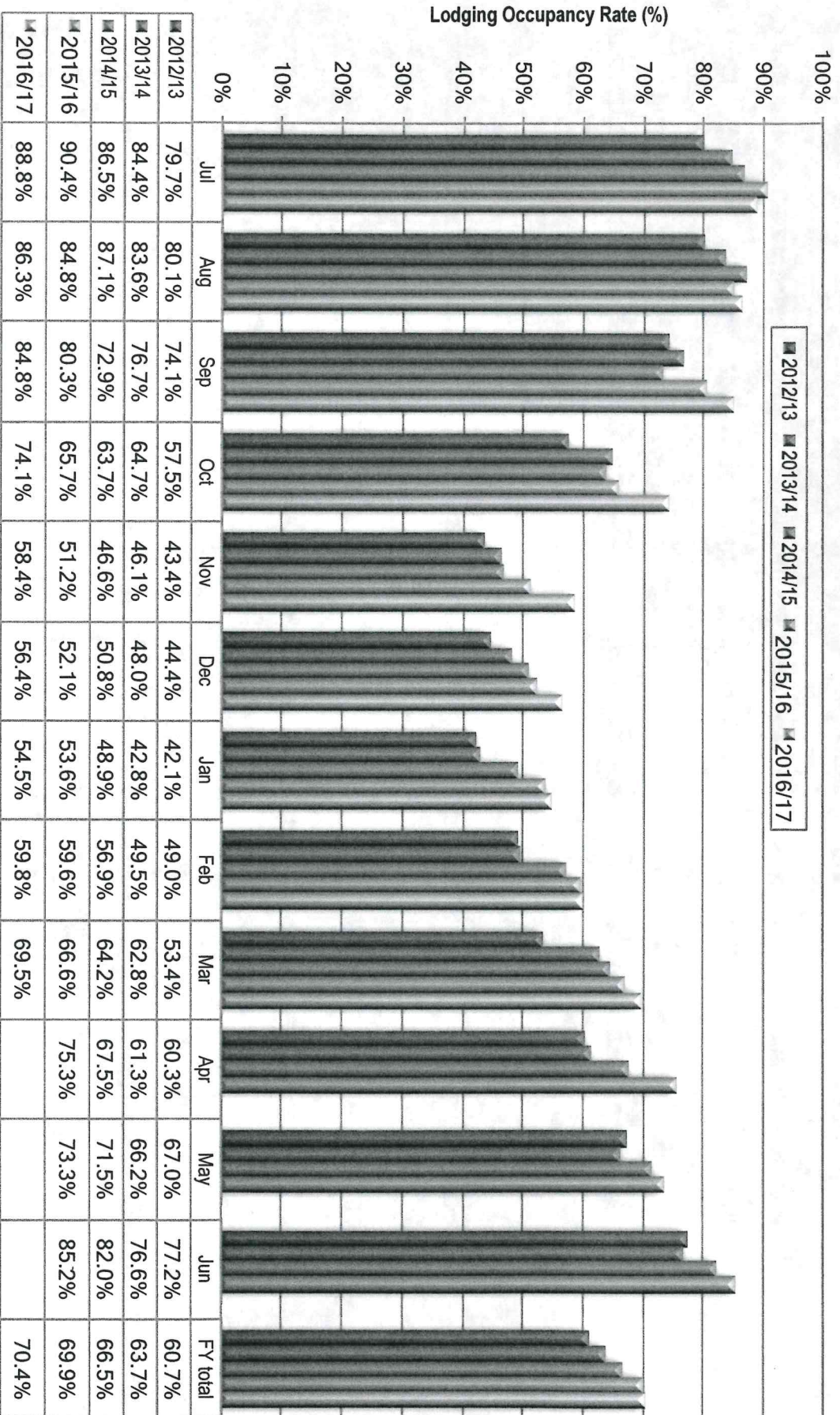
CITY OF BEND - TRT COLLECTION

CITY OF BEND - TRT COLLECTION		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		
FY0809	FY0910	FY1011	FY1112	FY1213	FY1314	FY1415	FY1516	FY1617	FY1718	FY1819	FY1920	FY2021	FY2122	FY2223	FY2324	FY2425	FY2526	FY2627	FY2728	FY2829	FY2930	
JUL	\$ 449,316	-10.1%	\$ 433,489	-3.5%	\$ 489,662	13.0%	\$ 544,668	11.2%	\$ 543,438	-0.2%	\$ 586,376	7.9%	\$ 586,376	0.0%	\$ 881,867	50.4%	\$ 881,867	0.0%	\$ 881,867	0.0%	\$ 881,867	0.0%
AUG	\$ 436,886	-9.7%	\$ 384,731	-11.9%	\$ 444,130	15.4%	\$ 480,388	8.2%	\$ 534,186	11.2%	\$ 610,702	14.3%	\$ 610,702	0.0%	\$ 870,733	42.6%	\$ 870,733	0.0%	\$ 870,733	0.0%	\$ 870,733	0.0%
SEP	\$ 321,460	-7.8%	\$ 284,892	-11.4%	\$ 328,306	15.2%	\$ 377,773	15.1%	\$ 395,722	4.8%	\$ 462,389	16.8%	\$ 462,389	0.0%	\$ 565,927	22.4%	\$ 565,927	0.0%	\$ 565,927	0.0%	\$ 565,927	0.0%
OCT	\$ 242,479	-1.0%	\$ 224,398	-7.5%	\$ 250,959	11.8%	\$ 229,891	-8.4%	\$ 280,250	21.9%	\$ 345,402	23.2%	\$ 345,402	0.0%	\$ 440,788	27.6%	\$ 440,788	0.0%	\$ 440,788	0.0%	\$ 440,788	0.0%
NOV	\$ 152,624	-16.5%	\$ 144,153	-5.6%	\$ 152,274	5.6%	\$ 166,215	9.2%	\$ 178,469	7.4%	\$ 215,766	20.9%	\$ 215,766	0.0%	\$ 295,095	36.8%	\$ 295,095	0.0%	\$ 295,095	0.0%	\$ 295,095	0.0%
DEC	\$ 151,022	-26.9%	\$ 185,489	22.8%	\$ 218,038	17.5%	\$ 206,601	-5.7%	\$ 228,195	11.0%	\$ 288,908	26.6%	\$ 288,908	0.0%	\$ 380,893	31.8%	\$ 380,893	0.0%	\$ 380,893	0.0%	\$ 380,893	0.0%
JAN	\$ 142,493	-16.1%	\$ 143,102	0.4%	\$ 153,692	7.4%	\$ 158,458	3.1%	\$ 183,934	16.1%	\$ 228,564	24.3%	\$ 228,564	0.0%	\$ 328,966	43.9%	\$ 328,966	0.0%	\$ 328,966	0.0%	\$ 328,966	0.0%
FEB	\$ 160,038	-21.6%	\$ 165,234	3.2%	\$ 181,006	9.5%	\$ 191,409	5.7%	\$ 205,050	7.1%	\$ 262,821	28.2%	\$ 262,821	0.0%	\$ 377,576	43.7%	\$ 377,576	0.0%	\$ 377,576	0.0%	\$ 377,576	0.0%
MAR	\$ 167,398	-28.0%	\$ 198,289	18.5%	\$ 207,918	4.9%	\$ 225,231	8.3%	\$ 250,039	11.0%	\$ 329,826	32.7%	\$ 329,826	0.0%	\$ 474,418	43.8%	\$ 474,418	0.0%	\$ 474,418	0.0%	\$ 474,418	0.0%
APR	\$ 179,874	-21.9%	\$ 201,723	12.1%	\$ 215,623	6.9%	\$ 233,926	8.5%	\$ 273,645	17.0%	\$ 329,826	20.5%	\$ 329,826	0.0%	\$ 442,418	38.1%	\$ 442,418	0.0%	\$ 442,418	0.0%	\$ 442,418	0.0%
MAY	\$ 239,638	-16.0%	\$ 256,714	7.1%	\$ 290,647	13.2%	\$ 304,522	4.8%	\$ 358,299	17.7%	\$ 431,931	20.6%	\$ 431,931	0.0%	\$ 587,528	36.0%	\$ 587,528	0.0%	\$ 587,528	0.0%	\$ 587,528	0.0%
JUN	\$ 284,814	-13.0%	\$ 337,885	14.6%	\$ 348,207	3.1%	\$ 405,876	16.6%	\$ 446,842	10.1%	\$ 601,113	34.5%	\$ 601,113	0.0%	\$ 794,235	32.1%	\$ 794,235	0.0%	\$ 794,235	0.0%	\$ 794,235	0.0%
FY END	\$ 2,223,715	-14.3%	\$ 2,163,776	-2.7%	\$ 2,425,985	12.1%	\$ 2,579,634	6.3%	\$ 2,809,283	8.9%	\$ 3,357,495	19.5%	\$ 3,357,495	0.0%	\$ 4,634,233	37.5%	\$ 4,634,233	0.0%	\$ 4,634,233	0.0%	\$ 4,634,233	0.0%
FY END	\$ 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%	\$ 4,720,365	21.4%	\$ 4,720,365	0.0%	\$ 6,490,413	37.5%	\$ 6,490,413	0.0%	\$ 6,490,413	0.0%	\$ 6,490,413	0.0%

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%)

..... Indicates Historical High For That Specific Month

Bend Lodging Occupancy Rates: July 2012 - March 2017





MARKETING UPDATES: MAY 2017

WINTER SEASON ADVERTISING CAMPAIGN WRAP

- Visit Bend's Fall and Winter marketing campaigns wrapped up in early April, with a total spend of \$1,009,121.
 - Heaviest focus on wintertime family campaign, running 11.28-3.12.
 - In addition to traditional forms of advertising, we invested in a lot of digital, native, and retargeting.

NEW CREATIVE

Visit Bend will be entering in to a new contract to produce a seasonal-specific series of :15 and :30 second videos for advertising purposes over the course of this next year.

WEBSITE – Year over year traffic – past 365 days:

- Total visits: 1,439,911 // Total unique visits: 974,431.
- Pageviews: 3,439,020 // Unique pageviews: 2,697,265
- Geo visits to the site continue to match what we see in research conducted. In the past year, Portland was the number one market, making up 28% of total website visits. Seattle DMA delivered 13% of visitors, and San Francisco DMA drove 8% of all visitors to visitbend.com.
- Website redesign – We have begun working with various contractors to start the redesign process, hoping to launch by next winter.

Most Visited Pages Since Mar 1st, 2017

- | | |
|--------------------|------------------|
| 1. Events Calendar | 6. Where to Stay |
| 2. Home | 7. Winter Fun |
| 3. What to Do | 8. Summer Fun |
| 4. Bend Ale Trail | 9. Discover Bend |
| 5. Hiking | 10. Family Fun |

BEND ALE TRAIL

The new version of the Bend Ale Trail Atlas will launch in early June, with an updated app on iOS and Android launching simultaneously. One new brewery will be added this year, bringing the total back to 16 after dipping to 15 last year.

SOCIAL MEDIA

- **Facebook: Visit Bend** - 180,966 - Engagement and reach continues to outpace Travel Oregon, Travel Portland, and Visit California, among other DMOs. Facebook drives 88.4% of all social media referral traffic to visitbend.com
- **Facebook: Bend Ale Trail** 5,782 likes
- **YouTube Video Views:** 830,844 views.
- **Vimeo Views:** 13,751 Plays (7,693 of them from visitbend.com embeds)
- **Twitter:**
 - @VisitBendOR 11.4K followers
 - @BendAleTrail 2,454 followers
- **Instagram:** @visitbend 37,229 followers
- 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: May 9, 2017

Press coverage from recent months

- *Travel = Leisure* featured Crux Fermentation Project in their roundup of the 50 best local breweries in the nation: <http://tandl.me/2oR1d1T>
- Oyster.com included Bend in an article on “The 10 best desert getaways in the U.S.” <http://bit.ly/2ppcllo>
- *Portland Monthly* did a cool featured titled, “Drive to Bend—and keep going.” It featured tons of great local eateries and activities, along with terrific short road trips to take from a Bend home base: <http://bit.ly/2qxjYnq>
- Travelocity.com included Bend in their piece spotlighting 10 unique destinations for craft spirits. The piece was also picked up by *Men’s Journal*. They specifically called out Crater Lake and Oregon Spirit: <http://travelocity.us/2pphv0B>
- *Tasting Table* featured Bend in their roundup of underrated foodie destinations. They mentioned Crux, Stihl Whiskey Bar, McMenamins, Chow, Deschutes, and more: <http://bit.ly/2p2ckB1>
- Expedia.com featured Bend in their spotlight on North America’s coolest downtowns: <http://bit.ly/2ppo2sg>
- *Field Journals* included Bend in their list of towns that have mastered the post-ride pint: <http://bit.ly/2p2jrJZ>
- *East Bay Times* ran a whole series of articles on Bend in late-April, featuring everything from Wanderlust Tours to golf to water activities.

Upcoming coverage and other PR initiatives

- We partnered with Mt. Bachelor and COVA again to host a FAM trip the week of April 22, and it was another successful partnership. Lots of great interaction with the journalists talking about things like sustainable tourism and Visit Like a Local. The journalists were all freelancers who write for *Outside*, the *New York Times*, *Men’s Journal*, and others.
- In May we’re hosting freelancer Sean McCoy (*Ski* magazine, GearJunkie, *Outside*). He will likely be our last visit before our annual summer shutdown to media trips.
- Another FAM trip is tentatively slated for late-September or early-October, with a focus on sustainable tourism and Bend’s culinary scene. Invitees include writers from *Outside*, *Men’s Journal*, *Backpacker*, *Paste*, and *National Geographic*.



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Key Updates

1. USA Triathlon – Duathlon Nationals June, 17-18 2017 – 800 athletes
2. Bend Ale Run registration for 2017 is open – November 2017, 700+ participants
3. Fly Fishing National Championships – June 2018
4. The Oregon FFA Convention brought more than 3,500 attendees and staff to the region March 24-27, making it a record attendance for their convention.
5. The Bend Marathon saw a record number of participants last month with 1,800 runners

Key Groups/Events we are actively pursuing

1. USATF Club XC Nationals – 1,700 athletes, Winter 2019
2. ASA Supergirl Snow Pro snowboard competition – March 2018
3. USA Bouldering Nationals – 1200 athletes, February/March
4. World of Wrestling Western Worlds – May or November 2018, 3,000 athletes
5. International Snow Science Workshop – 900+ attendees, October, 2022
6. Nike XC Northwest Regionals – 600 athletes, November
7. USA Weightlifting – 2020 Junior National Championships
8. USA Wrestling Northwest Regional – 700 athletes, March/April
9. USA Boxing Northwest Regional – Winter 2018
10. Oregon Athletic Directors Association Annual Conference – 300 ADs, April 2019
11. NAIA Women's Golf Nationals – May 2019 – 400 Athletes and Family
12. NAIA Wrestling Nationals – March 2019 & 2020 – 300 Athletes
13. American Cribbage Congress Grand Nationals – 600 participants, October 2020
14. USA BMX Fall Grand Nationals – 1,000 Athletes, October 2018
15. Golden Gloves Nationals – May 2019 – 300 boxers/3000 room nights.
16. NW Fish Cultures Annual Conference – December 2018 – 400 Attendees
17. American Tree Farm National Leadership Conference – Fall 2019
18. Biodiversity Without Borders Conference – April 2018