



A G E N D A

Board of Directors Meeting

June 21, 2016 – 8:00 a.m. at the Bend Visitor Center - 750 NW Lava Road, Bend, OR, 97701

- I. Approval of minutes from previous board meeting
- II. Fiscal Year 2015 Financial Review (10 minutes)
 - a. Price, Fronk & Co. will present their findings from the financial review and address questions.
- III. Financial Report (5 minutes)
 - a. Scott Greenstone & Doug will brief the Board on YTD FY16 YTD finances.
- IV. Visit Bend Leadership Transition Briefing (15 minutes)
 - a. Doug and Kevney will brief the board on the work completed to ensure a smooth transition.
- V. Marketing Update (10 Minutes)
 - a. Nate will brief the board on the summer marketing campaign, website updates, and other marketing related projects.
- VI. Public Relations and Social Media Update (10 minutes)
 - a. Tawna will update the board on PR and social media activity.
- VII. Group Sales Updates (10 minutes)
 - a. Hank will brief the board on group sales activity.
- VIII. Board Roundtable (10 minutes)
- IX. Public Comment (10 minutes)

#



Visit Bend

YOUR ADVENTURE BEGINS

AT VISITBEND.COM

Visit Bend Board of Directors Meeting Minutes April 19, 2016

Location: Meeting Room at The Oxford Hotel

Present: Doug La Placa, Valerie Warren, Hank Therien, Nate Wyeth, Tawna Fenske, Ben Perle, Brent McLean, Dave Nissen, Jodie Barram, Erick Trachsel, Ben Perle, Lisa Sidor, Linda Orcelletto.

Guests: Stephen Hamway, Wendy Kelley, Wendy Puller, Noelle Fredland, Annie Goldner, Ashley Mitchell, Rod Porsche, Dennis Oliphant, Bill Bernardy, Samuel Johnson, John Flannery, David Kingston, Wendy Kelley, Gretchen Palmer, Raul Ainardi, Belinda Liskh, Carolyn Eagan, Tom Rowley, Joey Hamilton.

Call to Order

Doug La Placa called the meeting to order at 8:04am. Introduction of guests followed.

Meeting Minutes

Jodie Barram moved to approve the minutes from the February Board Meeting. Dave Nissen seconded. The minutes were unanimously approved with no changes.

Financial Review

Doug La Placa discussed the recently completed financial review by Price, Fronk & Co. They have issued a clean review. Wes Price will be present for comments at the next meeting.

Financial Report

Doug stated that the City of Bend is currently holding back approximately \$300,000 to \$500,000 in funds accordance with the City's contract with Visit Bend. Because of this, some of the incremental marketing programs have been decreased for the remaining portion of the fiscal year.

Visit Bend is expecting to end the year with a zero net income. There are no additional variances of significance.

Tourism Industry Briefing

Room tax collections continue to show a strong upwards trend. The room tax collections report is included in the Board Packet. There may also be lagging collections not yet reflected in the report.

The Business Plan and Budget have been submitted to the Board and to BEDAB. BEDAB is currently reviewing the plan.

The Visitor Guide will be send to print by the middle of May.

The next edition Bend Ale Trail Atlas is currently in production.

Porter Co. will be in Bend next week to discuss fall media planning.

Marketing Update

Nate Wyeth stated that the spring marketing campaign has started. The Bend Ale Trail will be marketed on Pandora. TV commercials will run in the I-5 corridor.

Traffic to Visit Bend is up over 20% year-over-year. The 1.5 million visit mark has been reached. Additional metrics are listed in the Board Packet.

Visit Bend has close to 175,000 followers on Facebook. Instagram continues to grow and is being used as a vacation planning tool. Visit Bend was one of the first DMOs to start advertising on Instagram earlier this year.

The summer campaign will be restricted to Oregon.

A new destination video should be completed by June.

Public Relations and Social Media Update

Tawna Fenske discussed recent PR highlights including pieces in *Range*, *USA Today*, *Where to Retire*, *Men's Health*, *The Health Medicine Network*, and *VacationIdeas.com*.

Shares on Facebook are on the rise.

There are several writers scheduled during the new few months.

United in-flight magazine has an upcoming feature on Oregon and Bend.

There are very slightly fewer inquiries about beer, but culinary interest remains strong. Family travel is a trend.

Group Sales Updates

Hank Therien pointed out some of the key group sales updates. There are several upcoming groups listed in the Group Sales Updates included in the Board Packet.

Kevney Dugan and Hank have just returned from NASC in Michigan and had some good discussion with potential sporting event groups.

Oregon Senior Games is coming up in June. Currently there are over 450 registrants.

The Regional Sports Complex planning continues to progress.

Board Roundtable

The City of Bend has proposed to change the funding to Visit Bend. The City hosted a public meeting to discuss how to fund the estimated \$1.3 million needed for road repair during the next fiscal year.

The City is looking into the legality of reducing the 30% of the first 9% of the transient room tax to 25.2%, as was in place in 2003.

In 2003, the City of Bend adopted a code to increase the percentage allocated to tourism from 25.2% to 30% in 2009, a situation which is covered by Oregon tourism law.

Carolyn Eagan from the City of Bend discussed that street funding in Bend relies on state fuel tax, grants, and system development charges (which are restricted as far as use). There is no other local funding for streets. The funds from the state fuel tax continue to decline.

The City is reviewing all potential funding sources including transient room tax collections. Carolyn discussed the mechanics of the TRT. Approximately \$.65 of every tourism tax dollar goes to the City's general fund.

The City Council has received feedback from ORLA and Bill Smith.

Carolyn asked for feedback on how to proceed from the Board.

Ben Perle asked, with the large amount of growth of TRT, a large portion of which does go into the general fund, where the surplus has gone. Carolyn stated that this surplus has gone largely into police and fire services. Potentially in the future, more of these funds may be able to be allocated to streets, but the City does not want to lower current police funding and a rural fire funding contract is in place.

Carolyn said that surplus money from TRT funds that is coming into the general fund is being put toward roads.

Doug stated that the reduction from 30% to 25.2% would not cause a decrease in current marketing. The Visit Bend Board discussed that they were in favor of the reduced funding, as long as it was in line with state tourism law.

Jodie Barram asked if the Board would commit to continuing to fund the Bend Cultural Tourism Fund at the \$150,000 level.

Doug stated that the BCTF is funded by 7% of total City funding to Visit Bend, so a decrease in funding from the City would also lead to a decrease in the funds available to the BCTF.

Doug stated that Visit Bend would not oppose the City of Bend. Other industry stakeholders, such as ORLA, are closely monitoring the situation, and potential legal action may come from them as a separate organization.

Carolyn stated that the state law allows for use of tourism funds for tourism promotion and facilities. Current Bend City law only allows tourism funds to be used specifically tourism promotion.

Doug stated that in other areas of the state, street funding with tourism money has not been allowed. Doug also stated that funding of facilities has generally be allowed as long as it can be demonstrated that over 50% of the use is by tourists.

Ben Perle asked about Bend Parks and Recreation as a potential source of funding. Carolyn said that this has not been discussed and Bend Parks and Recreation has not been contacted.

Jodie Barram stated that street maintenance funding has been a City issue since she started on the City Council in 2008.

Dave Nissen said the fuel tax proposal seemed rushed in the recent election. He still believes that this is a good long-term solution and should be revisited.

Dave also stated that he believes the additional surplus tourism funds being withheld by the City should be given to Visit Bend, and not potentially used for other tourism groups.

Doug stated that according to Visit Bend's current contract with the City, the surplus funding would not be given to other groups, but that Visit Bend would have to present a revised budget to BEDAB to receive the funds.

Brent McLean said that discussing reducing the percentage allocated to tourism to provide a short-term solution is a dangerous position.

Carolyn stated that a first step would be for the City of Bend to change its local ordinance first, to allow use of tourism funds for facilities.

Brent McLean stated that the City of Bend should contact ORLA directly.

Carolyn said the forecasted funds for next fiscal year are higher than Visit Bend has requested in the Business Plan. She asked if Visit Bend is planning to come to BEDAB with a revised budget.

Doug said that Visit Bend submitted a plan forecasting 11% growth in TRT funds. For any increase of up and including 21%, Visit Bend would have not to request these additional funds, per the contract with the City. For increases over that, Visit Bend would have to request the funds with a revised budget.

Carolyn committed to contacting ORLA. City Council will also work on a specific proposal for funding changes which will be presented to the Visit Bend Board.

Public Comment

David Kingston asked about the rainy day fund.

Doug stated that a few months ago the Board discussed potentially creating a rainy day fund and proposal was put together and presented to the Board. Currently a rainy day fund has not been created and that the current business model is to deploy all the funds that come in. The proposal has not been presented in a formal way to the City Council. It is also not determined if the money would be held by the City or by Visit Bend.

The meeting was adjourned at 9:57 a.m.

Notes by: Valerie Warren
April 19, 2016

INDEPENDENT ACCOUNTANTS' REVIEW REPORT

To the Board of Directors
Bend Visitor & Convention Bureau, Inc.
dba Visit Bend
Bend, Oregon

We have reviewed the accompanying statements of the Bend Visitor & Convention Bureau, Inc., dba Visit Bend (the Bureau), which comprise the statements of financial position as of June 30, 2015, and 2014 and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of organization management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the financial statements that are free from material misstatement whether due to fraud or error.

Accountants' Responsibility

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

Accountants' Conclusion

Based on our reviews, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with accounting principles generally accepted in the United States of America.

PriceFronk & Co.

February 16, 2016

BEND VISITOR & CONVENTION BUREAU, INC.
dba VISIT BEND

STATEMENTS OF FINANCIAL POSITION
JUNE 30, 2015 AND 2014

	2015	2014
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 244,967	\$ 102,478
Accounts receivable	125,489	66,816
Prepaid expenses	31,888	109,390
TOTAL CURRENT ASSETS	402,344	278,684
FURNITURE AND EQUIPMENT		
(Net of accumulated depreciation of \$69,383 in 2015 and \$53,590 in 2014)	52,582	61,814
TOTAL ASSETS	\$ 454,926	\$ 340,498
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	\$ 81,309	\$ 88,785
Accrued expenses	112,605	102,059
TOTAL CURRENT LIABILITIES	193,914	190,844
LONG-TERM LIABILITIES		
Accrued lease expense	32,250	30,150
UNRESTRICTED NET ASSETS		
Board designated	65,000	65,000
Undesignated	163,762	54,504
TOTAL UNRESTRICTED NET ASSETS	228,762	119,504
TOTAL LIABILITIES AND NET ASSETS	\$ 454,926	\$ 340,498

See accompanying notes and independent accountants' review report

BEND VISITOR & CONVENTION BUREAU, INC.
dba VISIT BEND

STATEMENTS OF ACTIVITIES
YEARS ENDED JUNE 30, 2015 AND 2014

	2015	2014
UNRESTRICTED REVENUES		
City funding	\$ 2,058,630	\$ 1,342,606
Event revenue	64,822	72,976
Marketing and sales income	113,601	145,203
Visitor Information Center income	153,289	120,223
Other revenue	350	5,526
Other income	38,902	21,377
TOTAL REVENUES	2,429,594	1,707,910
EXPENSES		
Program - Promotion of Tourism		
Miscellaneous expenses		690
Payroll and employee costs	193,499	139,201
Visitor Information Center costs	126,717	97,057
	320,216	236,948
Program - Marketing		
Advertising	1,268,682	725,285
Dues and subscriptions	5,624	1,658
Visitor development	125,097	198,338
Miscellaneous	3,903	1,812
Occupancy expenses	749	800
Payroll and employee costs	282,228	164,529
Equipment and supplies	573	80
	1,686,856	1,092,503
Management and General		
Professional fees	46,279	34,088
Computer and office supplies	24,701	20,438
Depreciation	15,793	13,289
Dues and subscriptions	7,075	10,018
Insurance	4,412	3,845
Miscellaneous	18,509	18,297
Occupancy expenses	69,747	68,103
Payroll and employee costs	98,277	230,421
Travel and entertainment	28,471	11,976
	313,264	410,475
TOTAL EXPENSES	2,320,336	1,739,926
CHANGE IN UNRESTRICTED NET ASSETS	109,258	(32,016)
UNRESTRICTED NET ASSETS - Beginning of year	119,504	151,520
UNRESTRICTED NET ASSETS - End of year	\$ 228,762	\$ 119,504

See accompanying notes and independent accountants' review report

BEND VISITOR & CONVENTION BUREAU, INC.
dba VISIT BEND

STATEMENTS OF CASH FLOWS
YEARS ENDED JUNE 30, 2015 AND 2014

	2015	2014
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ 109,258	\$ (32,016)
Adjustments to reconcile change in net assets to net cash provided from operating activities		
Depreciation	15,793	13,289
Changes in operating assets and liabilities		
Accounts receivable	(58,673)	(44,569)
Prepaid expenses	77,502	(70,228)
Deposits		1,871
Accounts payable	(7,476)	83,110
Accrued expenses	10,546	39,934
Accrued lease expense	2,100	5,550
	<u>149,050</u>	<u>(3,059)</u>
NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES		
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of equipment	(6,561)	(19,902)
	<u>(6,561)</u>	<u>(19,902)</u>
NET CASH USED IN INVESTING ACTIVITIES		
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	142,489	(22,961)
CASH AND CASH EQUIVALENTS - Beginning of year	<u>102,478</u>	<u>125,439</u>
CASH AND CASH EQUIVALENTS - End of year	<u>\$ 244,967</u>	<u>\$ 102,478</u>

See accompanying notes and independent accountants' review report

BEND VISITOR & CONVENTION BUREAU, INC.
dba VISIT BEND

NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2015 AND 2014

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Business Activity

The Bend Visitor & Convention Bureau, Inc., dba Visit Bend (the Bureau), is a non-profit organization that engages in various activities designed to promote tourism and business travel to the Bend, Oregon area. The Bureau was incorporated on August 31, 2001, and commenced operations on January 1, 2002.

Method of Accounting

The financial statements of the Bureau have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America. Net assets, revenues and expenses are classified based on the existence or absence of donor/grantor imposed restrictions. The Bureau does not currently have any such restrictions. Accordingly, net assets of the Bureau and changes therein are classified as unrestricted net assets.

Basis of Presentation

Financial statement presentation follows the recommendations of the Financial Accounting Standards Board for Not-For-Profit Organizations. Under this guidance, the Bureau is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets and permanently restricted net assets. The Bureau had only unrestricted revenue during the current period.

Functional Allocation of Expenses

The costs of providing the various programs and other activities have been summarized on a functional basis in the statements of activities. Accordingly, certain costs have been allocated among the program and supporting services.

Advertising

Advertising costs are expensed as the advertising takes place. The cost of printed materials that have not been distributed are recorded as a prepaid expense. Advertising expense was \$1,268,682 and \$725,285 for 2015 and 2014, respectively. The total amount of prepaid advertising included in prepaid expenses at June 30, 2015, and 2014 was \$29,547 and \$68,550, respectively.

Fixed Assets

Furniture and equipment are stated at cost or fair market value as of the contribution date if donated and are depreciated over estimated useful lives of three to seven years utilizing the straight-line and accelerated depreciation methods. Fixed assets with a cost or estimated fair value of less than \$1,000 are expensed when acquired.

BEND VISITOR & CONVENTION BUREAU, INC.
dba VISIT BEND

NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2015 AND 2014

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES – CONTINUED

Income Taxes

The Bureau is organized under Section 501(c)(6) of the Internal Revenue Code as a tax-exempt corporation, and therefore, no provision for income taxes is required on its tax-exempt activities. However, certain activities are defined by the Internal Revenue Code as unrelated business income. These activities are subject to income tax if they show a net profit. For the current fiscal year, no taxable profit occurred.

Reclassification

Certain prior year amounts have been classified to conform with the current year presentation.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires the Bureau to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

NOTE 2 – CONCENTRATIONS OF CREDIT RISK

Approximately 85% and 79% of the Bureau's revenue was generated through the transfer of a portion of transient room tax and other funds received from the City of Bend during the years ended June 30, 2015, and 2014, respectively. The Bureau receives 30% of the base 9% room taxes collected by the City plus 70% of the additional 1% room tax, calculated on a monthly basis. A significant reduction in the level of support from the City of Bend, if this were to occur, may have an adverse effect in the Bureau's programs and activities.

The Bureau places its cash in high credit quality investments and limits the amount of credit exposure to any one financial institution. The balances are insured by the Federal Deposit Insurance Corporation up to \$250,000. At certain times during the years ended June 30, 2015, and 2014 cash deposits exceeded FDIC insurance limits.

NOTE 3 – CASH AND NET ASSET DESIGNATIONS

Cash for purposes of the statement of cash flows consists of cash on hand and highly liquid investments with an original maturity of three months or less.

The Bureau's Board of Directors policy is to maintain a cash reserve in the amount of \$65,000 at June 30, 2015, and 2014, respectively.

BEND VISITOR & CONVENTION BUREAU, INC.
dba VISIT BEND

NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2015 AND 2014

NOTE 4 – LEASES

Building Lease

The Bureau signed a 10 year lease for new and larger office space in February of 2011. The monthly lease amount for the first two years was \$3,600 plus common area maintenance charges. There are scheduled annual increases to the monthly lease amount every year beginning August 2013. The agreement expires July 2021. The lease expense under the new lease for the years ended June 30, 2015, and 2014 was \$48,300 and \$44,850, respectively.

Future minimum lease payments under this lease are as follows:

<u>Year ending June 30,</u>	
2016	\$ 50,250
2017	52,050
2018	53,850
2019	57,300
2020	59,250
Thereafter	<u>66,150</u>
	<u>\$ 338,850</u>

The total minimum lease cost over the 10 year period of the lease is \$504,000 therefore; the straight-line rent expense is \$4,200 per month. Accordingly, the straight-line lease expense for the year ended June 30, 2015, was \$50,400. Accrued lease expense of \$32,250 is reported as a liability on the statement of financial position at June 30, 2015, for the difference between the straight-line rent expense and the rent paid.

Copier Lease

The Bureau leased a RICOH copier system under a non-cancelable operating lease. Total rent expense paid for the copier for the years ended June 30, 2015, and 2014, was \$3,854 and \$4,171, respectively. Future minimum lease payments are as follows:

<u>Year ending June 30,</u>	
2016	\$ 4,124
2017	<u>2,749</u>
	<u>\$ 6,873</u>

BEND VISITOR & CONVENTION BUREAU, INC.
dba VISIT BEND

NOTES TO FINANCIAL STATEMENTS
JUNE 30, 2015 AND 2014

NOTE 5 – 401(K) PROFIT SHARING PLAN

The Bureau has a 401(k) profit sharing plan that allows employee contributions of up to \$17,500 in calendar years 2014 and 2015, with the option of making additional catch-up contributions if the participant is age 50 or over. The Bureau makes a minimum matching contribution as set forth in the IRS guidelines or at their discretion. Employees are 100% vested in matching contributions. The Bureau contributed \$23,157 and \$18,224 to the Plan during the years ended June 30, 2015, and 2014, respectively.

NOTE 6 – COMMITMENTS AND CONTINGENCIES

Tax Positions

The Bureau is exempt from federal and state income taxes, with the exception of federal taxes for net profits on unrelated business income, under Internal Revenue Code Section 501(c)(6).

Regarding uncertain tax positions, the Bureau will recognize in its financial statements the benefit of a tax position when it believes that tax position will more likely than not be sustained on audit based on the technical merits of the position. For an exempt organization, uncertain tax positions could result from unrelated business income activities or actions that jeopardize its status as tax-exempt, such as political activity, substantial lobbying expenditures or excessive unrelated business activities. The Bureau has concluded that it had no unrecognized income tax benefits at June 30, 2014, or June 30, 2015, and it has no tax positions for which it estimates a significant change over the next 12 months.

The Bureau is subject to examination by state and federal tax authorities. With few exceptions, the Bureau is no longer subject to examination by major taxing authorities for years before 2010.

NOTE 7 – SUBSEQUENT EVENTS

The Bureau has evaluated subsequent events through February 16, 2016, the date which the financial statements were available to be issued.

Visit Bend
Financial Performance Analysis
 For the period ended May 31, 2016

1) Operating Analysis

a) Revenue:	May16 Revenue was over budget by +\$90.9K (+70.4%) overall. This variance consisted of a City Funding - 9.0% overage of +\$49.8K (+57.5%), a City Funding - 1.0% overage of +\$12.8K (+57.5%), a City Funding - 0.4% overage of +\$5.2K (+57.5%), a Retail Sales overage of +\$6.1K (+121.9%), an Advertising overage of +\$14.9K (+488.2%), an Event Revenue overage of +\$5.0K (+100%) and an Other Revenue underage of -\$3.0K (-100%). Year to Date FY 2016 Revenue was over budget by +\$489.7K (+21.4%) overall. This variance consisted of a City Funding - 9.0% overage of +\$315.5K (+21.4%), a City Funding - 1.0% overage of +\$81.8K (+21.4%), a City Funding - 0.4% overage of +\$32.7K (+21.4%), a Retail Sales overage of +\$38.8K (+31.2%), an Advertising overage of +\$42.1K (+62.0%) an Event Revenue overage of +\$1.5K (2.4%), and an Other Revenue underage of -\$22.8K (-69.1%).
b) Personnel Expenses:	May16 Personnel Expenses were over budget by +\$5.0K (+10.8%). Year to Date FY 2016 Personnel Expenses were over budget by +\$26.8K (+5.2%).
c) Sales & Marketing Expenses:	May16 Sales & Marketing expenses were over budget by +\$19.3K (+30.0%), primarily due to spending off of surplus revenue. Year to Date FY 2016 Sales & Marketing expenses were over budget by +\$425.8K (+26.7%), primarily due to a spend off the year to date revenue that exceeded budget.
d) Overhead Expenses:	May16 Overhead expenses were over budget by +\$0.6K (+4.3%) overall, due to various small variances. Year to Date FY 2016 Overhead expenses were over budget by +\$16.7K (+10.0%) overall, primarily due to various expense categories.
e) Net Income (Loss):	May16 Net Income of +\$70.6K (+32.1%) was over budgeted Net Income of +\$4.5K (+3.5%) by +\$66.0K (+28.6% profitability points) primarily due to over budget Revenue, partially offset by over budget Sales & Marketing expenses. Year to Date FY 2016 Net Income of \$32.6K (1.2%) was over budgeted Net Income of +\$12.2K (+0.5%) by +\$20.4K (-0.6% - profitability points) primarily due to over budget Revenue offset by over budget Sales & Marketing expenses.

2) Cash Flow & Balance Sheet Analysis

a) Cash Flow Summary:	In May16, Cash increased by +\$29.0K to a month-end balance of \$252.3K. Year to Date FY 2016 Cash increased by +\$7.3K to a period-end balance of \$252.3K.
b) Balance Sheet:	The Balance Sheet remained healthy as of May16, in terms of both "liquidity" (Current Ratio of 1.8) and "leverage" (Debt to Equity Ratio of 1.0). 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.

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

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - 9.0%	136,488	86,640	49,846	57.5%	1,787,861	1,472,316	315,545	21.4%
City Funding - 1.0%	35,385	22,462	12,923	57.5%	463,520	381,712	81,808	21.4%
City Funding - 0.4%	14,154	8,985	5,169	57.5%	185,408	152,685	32,723	21.4%
Retail Sales	11,177	5,036	6,141	121.9%	163,502	124,659	38,843	31.2%
Advertising	17,911	3,045	14,866	488.2%	109,999	67,898	42,101	62.0%
Event Revenue	4,968	-	4,968	100.0%	62,491	61,000	1,491	2.4%
Other Revenue	-	3,000	(3,000)	(100.0%)	10,190	33,000	(22,810)	(69.1%)
Total	220,081	129,167	90,913	70.4%	2,782,970	2,293,268	489,702	21.4%
Personnel Expenses								
Base Pay	42,320	38,221	4,100	10.7%	436,979	418,586	18,393	4.4%
Overtime	-	-	-	0.0%	701	-	701	0.0%
Incentive Pay	-	-	-	0.0%	16,744	9,500	7,244	76.3%
Payroll Taxes	3,477	2,844	633	22.3%	33,856	32,806	1,050	3.2%
Employee Benefits	5,387	5,149	238	4.6%	56,087	56,638	(550)	(1.0%)
Total	51,184	46,213	4,971	10.8%	544,367	517,530	26,837	5.2%
Sales & Marketing Expenses								
Cultural Tourism Fund	14,602	9,407	5,195	55.2%	189,009	156,553	32,456	20.7%
Visitor Development Fund	23,682	10,000	13,682	136.8%	169,889	116,800	52,889	45.3%
Online Mktg	3,730	5,750	(2,020)	(35.1%)	150,920	85,250	65,670	131.3%
Photo	5,000	950	4,050	426.3%	11,099	15,100	(4,001)	(26.5%)
Print	9,940	-	9,940	0.0%	399,242	171,000	228,242	133.5%
Production	-	-	-	0.0%	66,798	67,500	(702)	(1.0%)
Radio	-	8,000	(8,000)	(100.0%)	188,350	236,000	(47,650)	(20.2%)
Trade Shows	-	225	(225)	(100.0%)	2,944	7,779	(4,835)	(62.2%)
TV	-	-	-	0.0%	466,174	395,000	71,174	18.0%
Collateral	3,703	7,000	(3,297)	(47.1%)	53,074	77,000	(23,926)	(31.1%)
Postage	2,417	3,500	(1,083)	(31.0%)	21,153	38,500	(17,347)	(45.1%)
Public Relations	-	-	-	0.0%	11,865	14,150	(2,285)	(16.1%)
Promotions	1,800	1,250	550	44.0%	69,680	74,000	(4,320)	(5.8%)
Research	3,275	600	2,675	445.8%	30,555	13,000	17,555	135.0%
Web. Dev.	4,550	1,000	3,550	355.0%	12,189	13,352	(1,163)	(8.7%)
Travel & Meals	674	1,900	(1,226)	(64.5%)	37,626	27,750	9,876	35.6%
Retail Purchasing	9,685	14,692	(5,008)	(34.1%)	140,879	107,534	33,345	31.0%
Total	83,557	64,274	19,283	30.0%	2,022,030	1,596,269	425,762	26.7%
Overhead Expenses								
Building Lease	4,292	4,292	(0)	(0.0%)	47,072	47,063	9	0.0%
Building Maintenance	941	691	251	36.3%	9,176	7,599	1,578	20.8%
Equipment Lease & Maint.	515	362	153	42.3%	4,118	4,042	76	1.9%
Professional Fees	3,750	3,750	-	0.0%	50,850	49,750	1,100	2.2%
Office Supplies	932	1,243	(311)	(25.0%)	14,572	13,673	899	6.6%
Utilities	952	600	352	58.7%	14,697	6,500	8,097	122.7%
Bank Fees	377	33	343	1,030.2%	5,703	367	5,337	1,455.5%
Dues & Subscriptions	1,294	725	569	78.4%	11,561	11,225	336	3.0%
Insurance	442	400	42	10.6%	6,741	4,400	2,341	53.2%
Licenses & Permits	40	167	(127)	(76.0%)	2,082	1,833	249	13.6%
Education & Training	-	100	(100)	(100.0%)	1,343	1,100	243	22.1%
Network & Telco	431	1,000	(569)	(56.9%)	7,252	11,000	(3,748)	(34.1%)
Non-Capital IT	-	-	-	0.0%	-	-	-	0.0%
Depreciation & Amort.	800	800	-	0.0%	8,800	8,800	-	0.0%
Interest Expense	(6)	(17)	11	(66.5%)	(61)	(183)	123	(66.9%)
Total	14,761	14,147	614	4.3%	183,929	167,269	16,660	10.0%
Total Expenses	149,501	124,833	24,668	20.0%	2,750,326	2,281,067	469,259	20.6%
Net Income	70,580	4,534	66,046	1,456.7%	32,644	12,201	20,443	167.5%
Net Income %	32.1%	3.5%	28.6%		1.2%	0.5%	0.6%	

ROOM TAX COLLECTIONS

DESCHUTES COUNTY - TRT COLLECTION

	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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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	\$ 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%	\$ 278,939	21.3%
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%	\$ 189,704	22.4%	\$ 255,899	34.9%
MAR	\$ 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%	\$ 302,367	9.5%
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%	\$ 189,582	4.3%	\$ 216,213	14.0%
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%	\$ 292,303	13.0%		-100.0%
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%	\$ 625,431	35.2%		-100.0%
FYTD	\$ 2,717,056	-8.1%	\$ 2,495,906	-8.1%	\$ 2,615,909	4.8%	\$ 2,709,881	3.6%	\$ 3,027,102	11.7%	\$ 3,557,530	17.5%	\$ 4,351,747	22.3%	\$ 4,958,670	13.9%
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%	\$ 5,269,481	23.2%	\$ 4,958,670	-5.9%

CITY OF BEND - TRT COLLECTION

	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	\$ 449,316	-10.1%	\$ 433,489	-3.5%	\$ 489,662	13.0%	\$ 544,668	11.2%	\$ 543,438	-0.2%	\$ 586,376	7.9%	\$ 881,867	50.4%	\$ 1,167,521	32.4%	27%
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%	\$ 870,733	42.6%	\$ 1,021,013	17.3%	13%
SEP	\$ 321,460	-7.8%	\$ 284,892	-11.4%	\$ 328,306	15.2%	\$ 377,773	15.1%	\$ 395,722	4.8%	\$ 462,399	16.8%	\$ 565,927	22.4%	\$ 739,164	30.6%	26%
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%	\$ 440,768	27.6%	\$ 530,072	20.3%	16%
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%	\$ 295,095	36.8%	\$ 357,318	21.1%	16%
DEC	\$ 151,022	-26.9%	\$ 185,489	22.8%	\$ 218,038	17.5%	\$ 205,601	-5.7%	\$ 228,195	11.0%	\$ 288,908	26.6%	\$ 380,893	31.8%	\$ 433,896	13.9%	10%
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%	\$ 328,996	43.9%	\$ 399,270	21.4%	17%
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%	\$ 377,576	43.7%	\$ 428,061	13.4%	9%
MAR	\$ 167,398	-28.0%	\$ 198,289	18.5%	\$ 207,918	4.9%	\$ 225,231	8.3%	\$ 260,039	15.5%	\$ 356,557	37.1%	\$ 492,377	38.1%	\$ 541,285	9.9%	6%
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%	\$ 474,418	43.8%	\$ 570,649	20.3%	16%
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%	\$ 587,528	36.0%		-100.0%	-100%
JUN	\$ 294,814	-13.0%	\$ 337,885	14.6%	\$ 348,207	3.1%	\$ 405,876	16.6%	\$ 446,842	10.1%	\$ 601,113	34.5%	\$ 794,235	32.1%		-100.0%	-100%
FYTD	\$ 2,403,589	-14.3%	\$ 2,365,499	-1.6%	\$ 2,641,607	11.8%	\$ 2,579,634	-2.3%	\$ 3,082,928	19.5%	\$ 3,687,321	19.6%	\$ 5,108,651	38.5%	\$ 6,188,249	21.1%	17%
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%	\$ 6,490,413	37.5%	\$ 6,188,249	-4.7%	

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%)



DLP to KD Transition 30-60-90-365 Day Objectives

Last updated: June 21, 2016

30 Day Goals (May 1 to May 31)

- Gain city council approval on FY17 business plan and budget (May 18)
- Detailed review of FY2017 departmental plans and budgets (Z-Sheets)
- Finalize FY2017 compensation plan for all departments/staff (adjust budget accordingly)
- Review and discussion of bylaws
- Review and discussion of contract with the city
- Review and discussion of 401k administration and introduction to our Wells Fargo 401K advisor
- Review of building lease
- Review of VB's insurance policies
 - Medical
 - Dental
 - AFLAC
 - Business & Liability
 - Property
- Establish media-planning strategy for FY2017 (i.e. expand PorterCo's role?)
- Advance brainstorming and planning conversations for community development programs
- Order KD's new business cards
- Review of Visit Bend's Executive Director job description
- Review, discussion, and planning for management and future of community programs:
 - Bend Ale Trail
 - Roundabout Art Route
 - Bend Cultural Tourism Fund
 - Pillars of Art Program
 - Tin Pan Alley Art Program

60 Day Goals (June 1 to June 30)

- Meet with Greenstone Financial Reporting to review budgeting process and timeline (Valerie and Nate to attend)
- Meet with Greenstone Financial Reporting to review financial policies and procedures (Valerie and Nate to attend)
- Meet with Greenstone Financial Reporting to review financial reporting process and discuss how to use the reports to keep VB on track.
- Review and discuss ORS.320.300

- Schedule in-person meetings, or direct communication, with the following key partners to introduce Kevney and hand-off the relationship:
 - BEDAB (June 7)
 - City Council (May 18)
 - Comcast
 - Entercom
 - Mountain Media
 - PorterCO
 - Art in Public Places
 - Bend Cultural Tourism Fund Commission
 - Oregon Destination Marketing Organization (ODMO)
 - Harrigan, Price & Fronk
 - Mt. Bachelor
- Update signature cards at Bank of the Cascades
- Review and discussion of Board of directors management and related tools
 - Bylaws
 - Contract with the city
 - Board term tracker
 - Draft board job description
 - Draft board roles and responsibilities
- Review and discussion of Board Meeting process
 - Public meeting notices
 - Industry notices
- Review and discussion of industry e-newsletter process
- Review and discussion of marketing operation
 - Review of creative body and identifying needs
 - Review of advertising strategy
 - Review of PR strategy
 - Website
 - Social media
- Office and computer transition
 - Move Doug's stuff out
 - Move Kevney's stuff in
 - Decide what to do with Kevney's office

90 Day Goals (July 1 – July 31)

- Kevney and board to complete

365 Day Goals (May 1, 2016 – April 30, 2017)

- Kevney and board to complete



MARKETING UPDATES: JUNE 2016

SUMMER SEASON ADVERTISING CAMPAIGN

- Visit Bend's summer campaign kicked off Memorial Day weekend, and will continue through Labor Day weekend.
 - **Television:** 4,575 commercials in PDX and Eugene, with nearly 5 million impressions (4.86million). The TV campaign will be accompanied by 428,000 online impressions (pre-roll, in-stream).
 - We will also have a presence during the 2016 Rio Olympics, airing 187 commercials, with a total of 42,857 impressions.
 - Total reach, with 5,285,755 impressions, will be 96% of the market, with a frequency of 6 times.
 - Key partners included Comcast, DirectTV, and Dish Network
 - **Digital Video:** Visit Bend continues to be an industry leader in the delivery of advertising. This summer, we will be running our video ads not only on TV, but also on Facebook, Instagram, and the Xfinity (Comcast) in-stream programming. Several million impressions have been served across our digital campaign.
 - **Radio:** Visit Bend's radio buy this summer is targeting the Portland and I-5 DMA, airing over 600 on-air ads. The ad rotation will be matched with an equal number of streaming ads, accompanied by clickable banner ads.
 - **Print:** We are in the middle of the design process for the next edition of the Visitor Guide. Printing is about four weeks out, and we will circulate a soft proof prior to printing.
 - The Bend Ale Trail Atlas is nearly complete, as well. We're making final changes, and expect to have printed copies soon.

VISIT BEND'S SHOULDER SEASON CAMPAIGN PLANNING

- Talks are underway to bring PorterCo. on line as Visit Bend's media agency of record for all shoulder season and winter media placements, across all markets. We will keep the board up to date as this process evolves. Approximately 90% of Visit Bend's overall advertising budget during FY 17 will be spent in non-summer months.

WEBSITE – Year over year traffic – past 365 days:

- Traffic to www.visitbend.com was up 15.42% YOY (1,505,132 visits)
- Unique visitors up 20.66% YOY
- Pageviews are also up 14% year over year, surpassing the 3.72 million mark

Most Visited Pages During the Past Month

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

BEND ALE TRAIL

- Nearly 22,000 people have now completed the Bend Ale Trail.
- The newly designed Bend Ale Trail Atlas will be printed within the next two weeks. We're in final revisions and will share copies with you as soon as we have them.
- The app will also be updated, as will our Drinkable Diversions program, adding a passport option for the Drinkable Diversions on the app.

SOCIAL MEDIA

- **Facebook: Visit Bend** - 173,973 Engagement and reach continues to outpace Travel Oregon, Travel Portland, and Visit California, among other DMOs. Traffic from Facebook to visitbend.com is up 192% year over year.
- **Facebook: Bend Ale Trail** 5,248 likes
- **YouTube Video Views:** 663,042 views.
- **Vimeo Views:** 8,243 views
- **Twitter:**
 - @VisitBendOR 10.3k followers
 - @BendAleTrail 2,405 followers
- **Instagram:** @visitbend 26.4K 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: June 21, 2016

Press coverage from recent months

- Where to Retire* magazine did a nice piece on Bend in their roundup of “8 rejuvenating river cities.”
- JustLuxe* featured Bend in their April issue. We hosted this journalist last September, and she’s written several other pieces about Bend. JustLuxe is a high-end, “affluent lifestyle guide” with 800,000 monthly unique views and 200,000 subscribers.
- GrindTV included Bend in their roundup of 7 spectacular places to spend July 4.
- 1859* spotlighted Bend in a recent “trip planner” feature.
- We didn’t contribute this one, but it was fun to see *Men’s Health* spotlight a Bend home in their “25 manliest homes in America” feature.
- The *Eugene Register Guard* did two different pieces on Bend in the last couple months. One is about Bend’s year-round recreation, and the other is about volcanic attractions in the region.
- ~~*Mountain Getaway* included Bend in their article about the top 10 mountain biking trails in North America.~~
- Northwest Travel & Life* did an excellent piece on the High Cascade Lakes.

Media pitches, upcoming coverage, and other PR initiatives

- Thank you to The Riverhouse for hosting Tina Lassen a couple weeks ago. She’s writing an 1,100-word feature for the Alaska Airlines in-flight magazine, which will run in the August issue. The Riverhouse is also playing host next week to Catherine Parker of *TravelingMom.com*.
- We recently hosted travel writer Joseph Lieberman, who’s doing a culinary piece about Bend in *Intermezzo* magazine (this is a fairly major travel publication, particularly in Europe—the writer mentioned that a 5-star global resort group told him recently that a feature in *Intermezzo* was “the equivalent of getting a son or daughter into Harvard.”)
- MountainGetaway.com* will be featuring Bend in an upcoming article on the nation’s top 5 standup paddleboarding destinations.
- Heather Brown of *Points North* magazine in Atlanta is coming in August. This is a high-end publication with a readership of a little over 200,000, but what won us over is the promise of the cover story and the fact that it’s spotlighting Bend’s culinary scene in a multi-page feature that will run in October.

(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 top strategies when it comes to Facebook is posting compelling, current information and photos as they're happening. We had this lightning storm image up within an hour of the storm, and we took a gamble putting it up in late-afternoon instead of in the higher-traffic evening slot. The gamble paid off, and it racked up nearly 9,000 likes and reached more than 175,000 people.
- Breaking news about things like the opening of the Cascade Lakes Highway always performs well. In this case we chose to be a little silly with our use of "shouty caps" and to call it out with faux hashtags (all part of the folksy, friendly brand we work hard to maintain).
- Smith Rock photos always perform well for us, but they seem to be on an uptick right now. We've also seen an unexpected ebbing of commenters complaining "that's not in Bend!" This shot is a good example of a high-performing post using a non-professional image submitted by an average tourist.
- We continue to wield our Facebook power wisely by using it to drive viewers to our website and blog. We've seen a small uptick lately in the performance of shared posts and links (compared with photo-driven posts and original content).
- Kudos to Nate for researching and implementing a new Facebook approach using 360-degree photography. This went up very recently (last Wednesday) and got an extremely high amount of engagement and positive feedback from page fans.



Visit Bend Sales Update – 6.21.2016

Key Updates

1. USATF XC Nationals – February 2017 – 600 plus Athletes
2. USA Triathlon – Duathlon Nationals June, 25th 2016 – 800 athletes
3. USA Hop Growers Convention – January 2017 – 500 attendees
4. Middle School State Basketball Tournament – First 2 weekends in March. 300+ Teams
5. Future Farmers of America 2017 & 2018 – March/April 2,000 Participants
6. Snowshoe Nationals – March 2017 – 300 Athletes

Key Groups/Events we are actively pursuing

1. NAIA Cascade Conference Championships – 200 athletes, November
2. Nike XC Northwest Regionals – 600 athletes, November
3. USA Bouldering Nationals – 1200 athletes, January
4. USA Wrestling Northwest Regional – 700 athletes, March/April
5. USATF XC Events – 1,000 athletes, Fall/Winter
6. NAIA Women's Golf Nationals – May 2017 – 400 Athletes and Family
7. NAIA Wrestling Nationals – March 2017 & 2018 – 300 Athletes
8. American Cribbage Congress Grand Nationals – 600 participants, October 2020
9. USAC Collegiate Road Nationals – 400 Athletes, May 2017 & 2018 (Bid Submitted)
10. USA BMX Fall Grand Nationals – 1,000 Athletes, October 2016
11. Golden Gloves Nationals – May 2017 – 300 boxers/3000 room nights.
12. NW Fish Cultures Annual Conference – December 2018 – 400 Attendees
13. American Tree Farm National Leadership Conference – Fall 2018
14. Biodiversity Without Borders Conference – April 2018

Oregon Senior Games

1. The 3rd annual Oregon Senior Games took place June 9-12 and saw great numbers.
2. The games had a record 813 participants this year.
3. 566 of those came from outside of the region.
4. 16 States were represented.

Additional Updates

1. Regional Sports Facility – Sports Facility Advisors are in town to perform a market analysis this week.