



AGENDA

Board of Directors Meeting

July 15, 2014 – 8:00 a.m. at the Bend Visitor Center
(Downtown Bend on the corner of Lava and Oregon)

- I. Financial Report (10 minutes)
 - a. Scott Greenstone & Doug will brief the Board on FY14 year-end finances.
- II. Tourism Metrics Update (5 minutes)
 - a. Doug will update the Board on key tourism metrics including TRT collections, website analytics, citywide occupancy, Visitor Center traffic, and social media engagement.
- III. Public Relations Updates (10 minutes)
 - a. Tawna will update the Board on recent PR activity and social media updates.
- IV. Marketing Updates (10 minutes)
 - a. Doug & Nate will brief the Board on marketing updates including Summer 2014 advertising and Winter 2015 media planning and creative.
- V. Group Sales Updates (10 minutes)
 - a. Kevney will brief the Board on the recent Oregon Senior Games, current bids, leads and upcoming group activity.
- VI. Miscellaneous Updates (5 minutes)
 - a. Bend Cultural Tourism Fund – Commission Meeting on July 21
 - i. Grants Online development
 - b. Tin Pan Alley Art Collection
 - c. Bend Ale Trail expansion - "Drinkable Detours"
- VII. Board Roundtable (15 minutes)
- VIII. Public Comment (15 minutes)
 - a. Anyone from the public who wishes to address the Board is welcome and encouraged to do so at this time.

#

Financial Performance Analysis

For the month ended June 30, 2014

1) Operating Analysis

a) Revenue:	Jun14 Revenue was over budget by +\$32.6K (+28.1%) overall. This variance consisted primarily of a City Funding overage of +\$32.8K (+35.6%) and a Retail Sales overage of +\$3.8K (+83.4%), offset by an Event Revenue underage of -\$3.4K (-27.2%). FY 2014 Revenue was over budget by +\$280.5K (+19.7%) overall. This variance consisted primarily of a City Funding overage of +\$211.2K (+18.7%), an Advertising overage of +\$72.2K (+98.8%) and a Retail Sales overage of +\$36.8K (+46.9%), offset by an Event Revenue underage of -\$49.2K (-38.3%) and an Other Revenue underage of -\$5.6K (-55.8%).
b) Personnel Expenses:	Jun14 Personnel Expenses were over budget by +\$3.5K (+4.5%). FY 2014 Personnel Expenses were over budget by +\$17.8K (+3.5%) overall.
c) Sales & Marketing Expenses:	Jun14 Sales & Marketing expenses were over budget by +\$53.0K (+205.1%) overall. FY 2014 Sales & Marketing expenses were over budget by +\$203.0K (+26.7%) overall. Variances were primarily caused by deliberate increases of spending, in relation to budget, driven by favorable Revenue variances that provided additional funding for the promotion of tourism during FY14.
d) Overhead Expenses:	Jun14 Overhead expenses were over budget by +\$2.5K (+21.2%). FY 2014 Overhead expenses were over budget by +\$1.6K (+1.1%) overall.
e) Net Income (Loss):	Jun14 Net Loss of -\$26.0K (-17.5%) was under budgeted Net Income of \$0.4K (0.4%) by -\$26.4K (-17.8% - profitability points), primarily due to over budget Revenue that was more than offset by over budget Sales & Marketing Expenses. FY 2014 Net Income of \$58.6K (3.4%) was over budgeted Net Income of \$0.8K (0.0%) by +\$58.0K (+3.4% - profitability points), primarily due to over budget Revenue, mostly offset by over budget Sales & Marketing expenses. Favorable Revenue variances were primarily caused by better than budgeted City Funding (due to higher TRT collections than anticipated) and Advertising Revenue.
2) Cash Flow & Balance Sheet Analysis	
a) Cash Flow Summary:	In Jun14, Cash decreased by -\$16.8K to a month-end balance of \$102.5K. In FY 2014, Cash decreased by -\$23.0K to a year-end balance of \$102.5K.
b) Balance Sheet:	The Balance Sheet remained healthy as of Jun14. In terms of both "liquidity" (current ratio of 2.0 at Jun14 and an average current ratio for the trailing 12 months of 3.6) and "leverage" (debt to equity ratio of 0.7 and an average debt to equity ratio for the trailing 12 months of 0.3). Visit Bend has excellent financial systems and discipline, so GFR fully expects Visit Bend to remain a financially stable organization in FY 2015 and beyond, since it will operate the organization well within its financial means and will be proactive in making necessary course corrections on discretionary spending in response to fluctuations in its revenue.

Visit Bend

Budget-to-Actual P&L Analysis

For the month ended June 30, 2014

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding	124,808	92,035	32,773	35.6%	1,342,605	1,131,394	211,211	18.7%
Retail Sales	8,379	4,568	3,811	83.4%	115,373	78,524	36,848	46.9%
Advertising	6,348	6,087	262	4.3%	145,203	73,040	72,163	98.8%
Event Revenue	9,103	12,500	(3,397)	(27.2%)	79,291	128,500	(49,209)	(38.3%)
Other Revenue	-	833	(833)	(100.0%)	4,421	10,000	(5,579)	(55.8%)
Total	148,638	116,023	32,616	28.1%	1,701,955	1,421,458	280,497	19.7%
Personnel Expenses								
Base Pay	34,333	32,463	1,870	5.8%	392,191	383,648	8,543	2.2%
Overtime	-	-	-	0.0%	-	-	-	0.0%
Incentive Pay	36,000	36,000	-	0.0%	47,958	47,150	808	1.7%
Payroll Taxes	6,392	5,520	873	15.8%	35,632	36,689	(1,057)	(2.9%)
Employee Benefits	4,791	4,054	737	18.2%	55,289	45,805	9,483	20.7%
Total	81,516	78,036	3,479	4.5%	531,070	513,292	17,778	3.5%
Sales & Marketing Expenses								
Visitor Development Fund	19,060	12,000	7,060	58.8%	168,678	158,000	10,678	6.8%
Online Mktg	5,492	4,021	1,471	36.6%	77,418	56,352	21,066	37.4%
Photo	350	300	50	16.7%	12,910	10,250	2,660	26.0%
Print	2,348	500	1,848	369.6%	60,631	21,148	39,483	186.7%
Production	14,918	2,000	12,918	645.9%	91,161	47,593	43,568	91.5%
Radio	10,829	-	10,829	0.0%	80,739	61,002	19,737	32.4%
Trade Shows	-	175	(175)	(100.0%)	13,207	6,704	6,503	97.0%
TV	4,000	-	4,000	0.0%	152,115	125,000	27,115	21.7%
Collateral	8,003	2,550	5,453	213.8%	77,638	81,750	(4,112)	(5.0%)
Postage	2,419	3,000	(581)	(19.4%)	24,959	36,000	(11,041)	(30.7%)
Public Relations	631	-	631	0.0%	13,736	13,400	336	2.5%
Promotions	1,676	-	1,676	0.0%	48,023	33,649	14,374	42.7%
Research	-	-	-	0.0%	22,000	20,000	2,000	10.0%
Web. Dev.	455	300	155	51.6%	7,096	16,652	(9,556)	(57.4%)
Travel & Meals	1,675	-	1,675	0.0%	17,852	20,100	(2,248)	(11.2%)
Retail Purchasing	7,052	1,015	6,037	594.8%	94,816	52,433	42,383	80.8%
Total	78,908	25,861	53,047	205.1%	963,072	760,033	203,039	26.7%
Overhead Expenses								
Building Lease	3,833	3,833	-	0.0%	45,837	45,837	-	0.0%
Building Maintenance	641	691	(50)	(7.2%)	8,575	8,289	286	3.5%
Equipment Lease & Maint.	344	368	(24)	(6.6%)	4,608	4,410	198	4.5%
Professional Fees	2,700	2,400	300	12.5%	34,088	34,300	(212)	(0.6%)
Office Supplies	1,591	958	632	66.0%	11,930	11,500	430	3.7%
Utilities	731	417	315	75.5%	6,276	5,000	1,276	25.5%
Bank Fees	18	250	(232)	(92.8%)	349	3,000	(2,651)	(88.4%)
Dues & Subscriptions	1,170	575	595	103.5%	11,700	8,409	3,291	39.1%
Insurance	319	333	(14)	(4.2%)	3,845	4,000	(155)	(3.9%)
Licenses & Permits	564	167	397	238.4%	2,356	2,000	356	17.8%
Education & Training	-	50	(50)	(100.0%)	919	900	19	2.1%
Network & Telco	1,473	833	639	76.7%	9,133	10,000	(867)	(8.7%)
Non-Capital IT	-	42	(42)	(100.0%)	-	500	(500)	(100.0%)
Depreciation & Amort.	800	800	-	0.0%	8,800	9,600	(800)	(8.3%)
Interest Expense	(6)	(17)	10	(62.3%)	37	(200)	237	(118.3%)
Total	14,177	11,700	2,477	21.2%	149,189	147,545	1,643	1.1%
Total Expenses	174,601	115,597	59,004	51.0%	1,643,330	1,420,871	222,460	15.7%
Net Income	(25,962)	426	(26,388)	(6,199.4%)	58,625	587	58,038	9,884.1%
Net Income %	(17.5%)	0.4%	-17.8%		3.4%	0.0%	3.4%	

ROOM TAX COLLECTIONS

3:18 PM 7/14/2014

DESCHUTES COUNTY - TRT COLLECTION

	FY '05/06	CHANGE	FY'06/07	CHANGE	FY'07/08	CHANGE	FY08/09	CHANGE	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE
JUL	\$ 713,821	13.1%	\$ 716,888	0.4%	\$ 731,434	2.0%	\$ 765,977	4.7%	\$ 625,711	-18.3%	\$ 675,977	8.0%	\$ 762,447	12.8%	\$ 818,812	7.4%	\$ 915,363	11.8%
AUG	\$ 650,739	0.1%	\$ 662,652	1.8%	\$ 780,750	17.8%	\$ 720,864	-7.7%	\$ 672,341	-6.7%	\$ 674,385	0.3%	\$ 640,605	-5.0%	\$ 735,633	14.8%	\$ 906,575	23.2%
SEP	\$ 273,512	-3.8%	\$ 315,666	15.4%	\$ 298,386	-5.5%	\$ 270,059	-9.5%	\$ 291,042	7.8%	\$ 315,140	8.3%	\$ 313,722	-0.4%	\$ 327,777	4.5%	\$ 403,810	23.2%
OCT	\$ 124,686	9.3%	\$ 134,276	7.7%	\$ 146,570	9.2%	\$ 155,739	6.3%	\$ 137,059	-12.0%	\$ 110,719	-19.2%	\$ 129,320	16.8%	\$ 126,948	-1.8%	\$ 139,234	9.7%
NOV	\$ 111,156	25.2%	\$ 96,011	-13.6%	\$ 108,402	12.9%	\$ 117,513	8.4%	\$ 103,767	-11.7%	\$ 112,113	8.0%	\$ 101,784	-9.2%	\$ 105,795	3.9%	\$ 131,451	24.3%
DEC	\$ 247,819	9.0%	\$ 255,358	3.0%	\$ 270,022	5.7%	\$ 219,848	-18.6%	\$ 188,621	-14.2%	\$ 199,866	6.0%	\$ 221,146	10.6%	\$ 252,250	14.1%	\$ 319,538	26.7%
JAN	\$ 153,573	5.0%	\$ 145,706	-5.1%	\$ 174,971	20.1%	\$ 145,233	-17.0%	\$ 118,337	-18.5%	\$ 153,670	29.9%	\$ 125,545	-18.3%	\$ 180,588	43.8%	\$ 180,382	-0.1%
FEB	\$ 151,797	11.0%	\$ 146,283	-3.6%	\$ 156,683	7.1%	\$ 105,982	-32.4%	\$ 121,654	14.8%	\$ 119,788	-1.5%	\$ 143,076	19.4%	\$ 154,062	7.7%	\$ 155,023	0.6%
MAR	\$ 153,429	5.2%	\$ 162,468	5.9%	\$ 170,332	4.84%	\$ 131,707	-22.7%	\$ 147,374	11.9%	\$ 148,310	0.6%	\$ 151,221	2.0%	\$ 194,809	28.8%	\$ 224,459	15.2%
APR	\$ 145,388	31.7%	\$ 120,642	-17.0%	\$ 119,878	-0.63%	\$ 84,134	-29.8%	\$ 90,000	7.0%	\$ 105,941	17.7%	\$ 121,015	14.2%	\$ 130,428	7.8%	\$ 181,695	39.3%
MAY	\$ 187,869	3.2%	\$ 189,005	0.6%	\$ 187,974	-0.55%	\$ 162,566	-13.5%	\$ 143,816	-11.5%	\$ 190,961	32.8%	\$ 202,628	6.1%	\$ 219,254	8.2%	\$ 258,725	18.0%
JUN	\$ 359,483	13.2%	\$ 365,547	1.7%	\$ 389,907	6.66%	\$ 319,914	-18.0%	\$ 332,197	3.8%	\$ 345,103	3.9%	\$ 445,126	29.0%	\$ 449,607	1.0%		-100.0%
FYTD	\$ 2,913,789	7.2%	\$ 2,944,955	1.1%	\$ 3,145,402	6.8%	\$ 2,879,622	-8.4%	\$ 2,639,722	-8.3%	\$ 2,806,870	6.3%	\$ 2,912,509	3.8%	\$ 3,246,356	11.5%	\$ 3,816,255	17.6%
FY END	\$ 3,273,272		\$ 3,310,502	1.1%	\$ 3,535,309	6.8%	\$ 3,199,536	-9.5%	\$ 2,971,919	-7.1%	\$ 3,151,973	6.1%	\$ 3,357,635	6.5%	\$ 3,695,963	10.1%		-100.0%

CITY OF BEND - TRT COLLECTION

	FY '05/06	CHANGE	FY'06/07	CHANGE	FY'07/08	CHANGE	FY08/09	CHANGE	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE
JUL	\$ 467,069	30.3%	\$ 456,235	-2.3%	\$ 499,668	9.5%	\$ 449,316	-10.1%	\$ 433,489	-3.5%	\$ 489,662	13.0%	\$ 544,668	11.2%	\$ 543,438	-0.2%	\$ 586,376	7.9%
AUG	\$ 378,543	3.2%	\$ 405,012	7.0%	\$ 484,001	19.5%	\$ 436,886	-9.7%	\$ 384,731	-11.9%	\$ 444,130	15.4%	\$ 480,388	8.2%	\$ 534,186	11.2%	\$ 610,702	14.3%
SEP	\$ 282,477	6.0%	\$ 304,640	7.8%	\$ 348,769	14.5%	\$ 321,460	-7.8%	\$ 284,892	-11.4%	\$ 328,306	15.2%	\$ 377,773	15.1%	\$ 395,722	4.8%	\$ 462,399	16.8%
OCT	\$ 226,409	14.6%	\$ 242,044	6.9%	\$ 244,869	1.2%	\$ 242,479	-1.0%	\$ 224,398	-7.5%	\$ 250,959	11.8%	\$ 229,891	-8.4%	\$ 280,250	21.9%	\$ 338,624	20.8%
NOV	\$ 166,085	11.3%	\$ 170,102	2.4%	\$ 182,718	7.4%	\$ 152,624	-16.5%	\$ 144,153	-5.6%	\$ 152,274	5.6%	\$ 166,215	9.2%	\$ 178,469	7.4%	\$ 211,531	18.5%
DEC	\$ 197,354	3.1%	\$ 225,518	14.3%	\$ 206,565	-8.4%	\$ 151,022	-26.9%	\$ 185,489	22.8%	\$ 218,038	17.5%	\$ 205,601	-5.7%	\$ 228,195	11.0%	\$ 283,238	24.1%
JAN	\$ 171,943	12.0%	\$ 169,128	-1.6%	\$ 169,935	0.5%	\$ 142,493	-16.1%	\$ 143,102	0.4%	\$ 153,692	7.4%	\$ 158,458	3.1%	\$ 183,934	16.1%	\$ 224,078	21.8%
FEB	\$ 180,794	13.8%	\$ 198,207	9.6%	\$ 204,187	3.0%	\$ 160,038	-21.6%	\$ 165,234	3.2%	\$ 181,006	9.5%	\$ 191,409	5.7%	\$ 205,050	7.1%	\$ 257,662	25.7%
MAR	\$ 221,063	12.3%	\$ 246,378	11.5%	\$ 232,424	-5.7%	\$ 167,398	-28.0%	\$ 198,289	18.5%	\$ 207,918	4.9%	\$ 225,231	8.3%	\$ 260,039	15.5%	\$ 349,559	34.4%
APR	\$ 215,365	7.9%	\$ 232,178	7.8%	\$ 230,194	-0.9%	\$ 179,874	-21.9%	\$ 201,723	12.1%	\$ 215,623	6.9%	\$ 233,926	8.5%	\$ 273,645	17.0%	\$ 323,352	18.2%
MAY	\$ 269,203	11.3%	\$ 289,413	7.5%	\$ 285,294	-1.4%	\$ 239,638	-16.0%	\$ 256,714	7.1%	\$ 290,647	13.2%	\$ 304,522	4.8%	\$ 358,299	17.7%	\$ 423,454	18.2%
JUN	\$ 331,535	11.9%	\$ 363,435	9.6%	\$ 338,901	-6.8%	\$ 294,814	-13.0%	\$ 337,885	14.6%	\$ 348,207	3.1%	\$ 405,876	16.6%	\$ 446,842	10.1%		-100.0%
FYTD	\$ 2,776,306	11.9%	\$ 2,938,855	5.9%	\$ 3,088,624	5.1%	\$ 2,643,227	-14.4%	\$ 2,622,213	-0.8%	\$ 2,932,254	11.8%	\$ 3,118,082	6.3%	\$ 3,441,228	10.4%	\$ 4,070,976	18.3%
FY End	\$ 3,107,841	11.9%	\$ 3,302,290	6.3%	\$ 3,427,525	3.8%	\$ 2,938,041	-14.3%	\$ 2,960,098	0.8%	\$ 3,280,461	10.8%	\$ 3,523,958	7.4%	\$ 3,888,070	10.3%		-100.0%

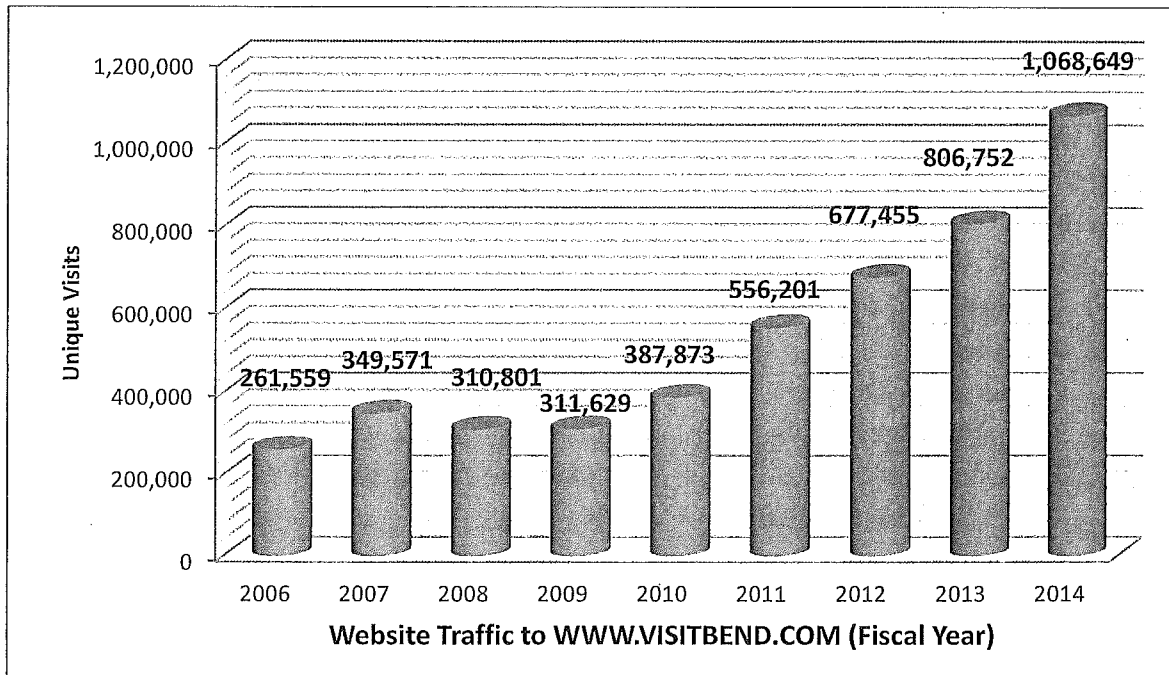
Indicates Historical High For That Specific Month



Fiscal Year 2014 Year-End Website Analytics For www.visitbend.com

➤ Total Site Traffic in FY 2014:

- 1,068,649 visits (up +32.46% over FY 2013)
 - Average of 89,054 visits per month
 - July was the highest month with 125,489 visits
 - November was the lowest month with 54,629 visits
- 3,005,307 page views (up +20% YOY)
- Average Time on Site, 2:29 (down from 2:41 YOY)
- Percentage of New Visits, 58.44% (down from 64.9% YOY)
- Pages Per Visit, 2.8 (down from 3.13 YOY)
- Bounce Rate, 50% (up from 46.1% YOY)



➤ **Traffic Sources:**

- 62% from search engines (*84% of search traffic came from Google*)
- 21% direct traffic
- 11% referral traffic
- 6% Social

➤ **Top Referrers for Referral Traffic**

#1. City of Bend (www.ci.bend.or.us)	19,256 visits
#2. Facebook (www.facebook.com)	14,194 visits
#3. Comcast (www.xfinity.com)	3,489 visits
#4. USA Track & Field (www.usatf.org)	3,229
#5. KGW (www.kgw.com)	3,123 visits
#6. Leadman Tri (www.leadmantri.com)	1,710 visits
#7. Twitter (www.twitter.com)	1,486 visits
#8. Bendconcerts.com	1,271 visits
#9. Tripadvisor (www.tripadvisor.com)	1,081 visits
#10. National Senior Games Assn.	975 visits

➤ **Page Rankings**

#1. Events Calendar	230,359 page views (+52.6% YOY)
#2. Home Page	196,949 page views (+4.7% YOY)
#3. Mobile Site-Home Page	166,019 page views (+6.2% YOY)
#4. What To Do	100,327 page views (+245.5% YOY)
#5. Bend Ale Trail	78,006 page views (+41.4% YOY)
#6. Mobile Site – What To Do	57,789 page views (-3.1% YOY)
#7. Where to Stay	55,738 page views (-3.5% YOY)
#8. Summer Fun	52,380 page views (+234.1% YOY)
#9. Hiking	49,873 page views (+225.28% YOY)
#10. Hotels and Motels	45,445 page views (+4% YOY)
#11. Mobile Events	42,883 page views (+58.9% YOY)
#12. Restaurants	31,667 page views (-5.4% YOY)
#13. Campgrounds & RV Parks	29,293 page views (+47% YOY)
#14. Brewpubs & Microbreweries	28,023 page views (+2.32% YOY)
#15. Request a Visitor Guide	27,685 page views (+66.81% YOY)
#16. Mobile Site - Summer Fun	27,414 page views (+19.8% YOY)
#17. Family Fun	27,339 page views (+72% YOY)
#18. Mobile Fun	27,076 page views (+6.2% YOY)
#19. Discover Bend	25,769 page views (-4.62% YOY)
#20. Blog Homepage	24,026 page views (+16.6% YOY)

➤ **Blog Views:** 58,375 (+70% YOY)

➤ **Geographic Origin of ISP's Visiting Site**

- Bend, Oregon 19%
- Portland, Oregon 11%
- Seattle, Washington 7%
- Eugene, Oregon 2%
- Vancouver, Oregon 1.9%
- Salem, Oregon 1.8%
- Bellevue, WA 1.5%
- Redmond, OR 1.4%
- Beaverton, OR 1.4%
- San Francisco, CA 1.1%
- Los Angeles, CA 1.1%
- Corvallis, Oregon 1%
- Boise, Idaho 1%

➤ **Technology:**

- Desktop: 56%
- Phone: 28%
- Tablet: 16%

➤ **Visits by Browser**

- Safari 406,995 (+47% YOY)
- Chrome 234,215 (+90% YOY)
- Internet Explorer 208,123 (-1% YOY)
- Firefox 116,537 (+6% YOY)

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Public Relations Updates: July 15, 2014

Press coverage from recent months

- *Better Homes and Gardens* had a great piece on Bend in their June issue, featuring the Bend Ale Trail, Silipint, Sarabella Upcycled, Volcano Veggies, Chow, and LeCol's beer soap. We've heard a lot of great response from this one, including the LeCol's owner who's been so flooded with orders, she's looking at hiring an assistant.
- *Where to Retire* magazine had a great piece on fishing in Bend in their July/August issue. We gave some quickie media training to one of our appropriately-aged volunteers, and he did a great job representing us.
- *Washington Trails* magazine (circ. 12,000) had a great write-up on Bend and the Bend Ale Trail in their May/June issue.
- Cog Wild and our scenic bikeway scene got some great love in the August issue of *Northwest Travel* magazine.
- *Travel + Leisure* included Bend in a roundup of America's best towns for Fourth of July.
- *Seattle Met* just had a terrific piece last week on Bend's beer scene. We worked really closely with them on this one, and are pleased with how it turned out.
- Canadian-based *Westworld* magazine just ran a nice piece on Bend's brewery scene. This is the Canadian equivalent of AAA, and the print version has a readership of 424,000.
- *1859* magazine ran a nice piece on hiking the Three Sisters Wilderness area.
- *Departures*, a luxury magazine for American Express customers (circulation: 1,237,880) featured Bend's golf scene in their July/August issue.
- *Salt Lake* magazine had a terrific article about Bend in their latest issue on newsstands May-July (circulation 30,000 not counting online readers).
- *Travel + Leisure* included Bend in their recent piece on America's coolest music venues.
- *Barista* magazine just did a piece spotlighting Bend's coffee scene.
- *Singletracks* just included Bend in a roundup of America's "top 10 beer towns with a mountain bike problem."

(over)

Media pitches, upcoming coverage, and other PR initiatives

- We sent out press releases on the Bend Cultural Tourism Fund, Visit Bend's new board members, and the Oregon Senior Games.
- We hosted a crew from *Mountain Magazine* in May. We're expecting a rather large feature on Bend and the multi-sport experience.
- *American Art Collector* magazine will be featuring Bend in an upcoming article.
- *Conde-Nast Traveler* will be including Bend in an upcoming piece on beer trails throughout the U.S.
- We have a journalist from AAA's *Home and Away* magazine coming out here in late August to write a piece on Bend vacations. They have a readership of 1.3 million households, so we're excited about this coverage.
- Facebook continues to be one of the biggest tools in our PR arsenal. Here are some examples of posts from the last couple months that capture the imagery, strategy, and messaging of our recent Facebook efforts. Some highlights:

- At the last board meeting, we showed you a post that went up the night before and featured a stellar pic by photographer Dave White. At the time, it had racked up 1,936 likes in the first 11 hours. Just to show how these posts can continue to snowball, we pulled the stats for it now (almost 2 months later). It went on to earn 4,108 likes, 839 comments, 542 shares, and become one of the highest reach posts we've had.
- We conducted an experiment to measure the impact of video versus photo in our Facebook posts. We had two posts, one week apart, in the same time slot with similar wording to promote opening day of trout fishing season. One had video, one had a photo. Here's the breakdown:

	Video Post	Photo Post
Date/time posted	Friday, May 16 at 7:45 a.m	Friday, May 23 at 8:55 a.m.
Likes	152	698
Comments	7	67
Shares	29	135
Video views		n/a
Post clicks	1,156	211
Link clicks	15	30
Total people reached	15,536	10,960

- Another new strategy we've implemented is the Monday night Instagram roundup. These are consistently among our top posts in terms of reach (partly because viewers click/interact by scrolling through the photos). It's also boosted our Instagram following by a huge margin.
- Photos continue to be the backbone of our Facebook marketing efforts. This time of year, it's especially key to choose pics and messaging to demonstrate this is what it's like to be in Bend right this very moment (using words like "today" or "last night" or "right now" and having pics that give page fans an in-the-moment experience).



MARKETING UPDATES: JULY 2014

SUMMER ADVERTISING CAMPAIGN

- Summer 2014 advertising campaign launched on Friday, May 23rd. Total cost: \$172,500
 - **Television:** Comcast and KGW buys will give Visit Bend 93.7% market reach 7.7 times January through March
 - Through June, 1,759 TV commercials have aired on Comcast cable channels and KGW (Portland NBC affiliate).
 - A heavy focus with a companion digital campaign will help to drive viewers to the Visit Bend website with pre-roll and post-roll video.
 - **Radio:** Strategy ensures maximum reach along I-5 corridor across key demographics, and statewide reach on OPB.
 - OPB buy includes live, on-air reads, bonus spots on KMHD, and premium banner ad placement on OPB.com.
 - Clear Channel Communications:
 - 391 radio spots have aired so far on three Clear Channel Stations.
 - Bonus :15 streaming ads are airing on iHeart radio with companion banner ads
 - Entercom:
 - On-air live giveaways and facebook contests supplement a heavy rotation on two Entercom stations. 157 spots have aired on Entercom to date this summer.
 - **Print:** Mountain Bike Guide insert in MOUNTAIN Magazine in distribution through July 21 on newsstands nationwide. Work has begun on a similar winter publication slated to be inserted in to magazines with regional and national reaches.

WEBSITE

Fiscal Year End Review.

- For FY 2014, for the first time ever, visits to www.visitbend.com surpassed the one million mark.
- Traffic up 32.5% YOY.
- A healthy balance of organic search, direct, and referral traffic from our advertisers is generating a YOY increase of 20% in unique visitors.

Most Visited Pages in May & June 2014 (617,088 total pageviews)

1. Event Calendar
2. Home
3. What to do
4. Bend Ale Trail
5. Where to Stay
6. Hiking
7. Summer Fun
8. Hotels & Motels
9. Campgrounds & RV Parks
10. Hot Deals

BEND ALE TRAIL & APP

- Over 12,029 people have now completed the Bend Ale trail.
- Since launched, over 30,000 Bend Ale Trail Atlases have been distributed.
- Plans for launching the "Drinkable Detours" are progressing
- Bend Ale Trail Month (November) marketing concepts are being developed

SOCIAL MEDIA

- **Facebook:**
 - On June 19th of last year we had 4,663 fans, an average reach of about 2,500 people weekly and an engagement of just under 1,000 people weekly.
 - Exactly One year later we had 80,454 likes, an increase of 75,791, and a growth percentage of 1,625%. We reach an average of 160,000 people weekly, with about 19,500 people regularly engaged. That is nearly double what Travel Oregon sees, and about 50 times what COVA sees in terms of engagement. About 63% of our fans are women (and 27% men), with the 25-34 age group making up about 25% of our fan base, the largest share.
- **Facebook: Visit Bend** - 16,786 Likes (up 16,786 from May board meeting);
- **Facebook: Bend Ale Trail** 3,037 Likes (up 168 from March Board Meeting); 51% male; 49% female; age: 25-54
- **YouTube Video Views: 193,145 views (up 10,773).**
- **Twitter:**
 - @VisitBendOR 7,053 followers (up 404)
 - @BendAleTrail 1,731 followers (up 102)
- **Instagram: @visitbend** 2,164 followers (up 1,101)

FINAL NOTE: WINTER 2014/2015 CREATIVE UPDATE

- For winter 2014/15, Visit Bend will have two new television commercials to air in addition to most creative that was run last year. These spots will all have room for multiple tags at the end, and will have :30 and :60 second long versions.
- We are in active production stages for new radio creative for winter 2014/15 and have several scripts and concepts that we are pursuing further.



Visit Bend

YOUR ADVENTURE BEGINS
AT VISITBEND.COM

Group Sales Update

July 15, 2014

- **USA Cycling**
 - CycloCross Nationals
 - January 2017 & 2018
 - 1200 Competitors

- **USA Track & Field Cross Country Nationals**
 - February 2017
 - 800 Athletes

- **USA Track & Field Club Cross Country Nationals**
 - December 2017
 - 1200 Athletes

- **USA Track & Field Masters Cross Country Nationals**
 - November 2016
 - 600 Athletes

- **NAIA Baseball Nationals**
 - May 2017 & 2018
 - 300 Athletes, 20,000 Spectators

- **NAIA Cross Country Nationals**
 - November 2017 & 2018
 - 600 Runners

- **USA Triathlon Duathlon Nationals - Bid has been submitted.**
 - October 2016 & 2017
 - 600 Athletes

- **USA Mountain Running Championships (USAT&F)**
 - June 2015
 - 12k men/8k Women
 - 250 Athletes

Oregon Senior Games Recap

- 500+ Athletes
- Economic Impact Summary Data

2014 Confirmed Groups

Group	Month	Year	Total RN's
Oregon Senior Games	June	2014	1000
Leadman Tri	Sept	2014	1000
Cross Crusade Halloween	October	2014	1000
Deschutes Brewery Cup	Dec.	2014	500
Oregon Lacrosse Classic	July	2014	1000
Rush Soccer	Aug.	2014	4000
*Oregon Lacrosse Classic	July	2014	2500
Triple Crown Tournament	May	2014	3000
*Ultimate Frisbee Sectionals	Sept	2014	200
USAC Promoters Summit	November	2014	400
		Total	14,100

2015 Confirmed Groups

Group	Month	Year	Total RN's
Oregon Senior Games	June	2015	1000
Leadman Tri	Sept	2015	1000
Cross Crusade Halloween	October	2015	1000
Deschutes Brewery Cup	Dec.	2015	500
Rush Soccer	Aug.	2015	4000
Oregon Lacrosse Classic	July	2015	2500
Triple Crown Tournament	May	2015	3000
USAC MTB Nationals	July	2015	3000
		Total	16,000

2016 Confirmed Groups

Group	Month	Year	Total RN's
Oregon Senior Games	June	2016	1000
Leadman Tri	Sept	2016	1000
Cross Crusade Halloween	October	2016	1000
Deschutes Brewery Cup	Dec.	2016	500
Rush Soccer	Aug.	2016	4000
Oregon Lacrosse Classic	July	2016	2500
Triple Crown Tournament	May	2016	3000
USAC MTB Nationals	July	2016	2000
		Total	16,000

Tentative Groups –

2015

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

2016

Group	Month	Year	Total RN's
USAT&F – XC Nats	February	2016	2000
USAT - Duathlon Nationals	October	2017	1500

2017

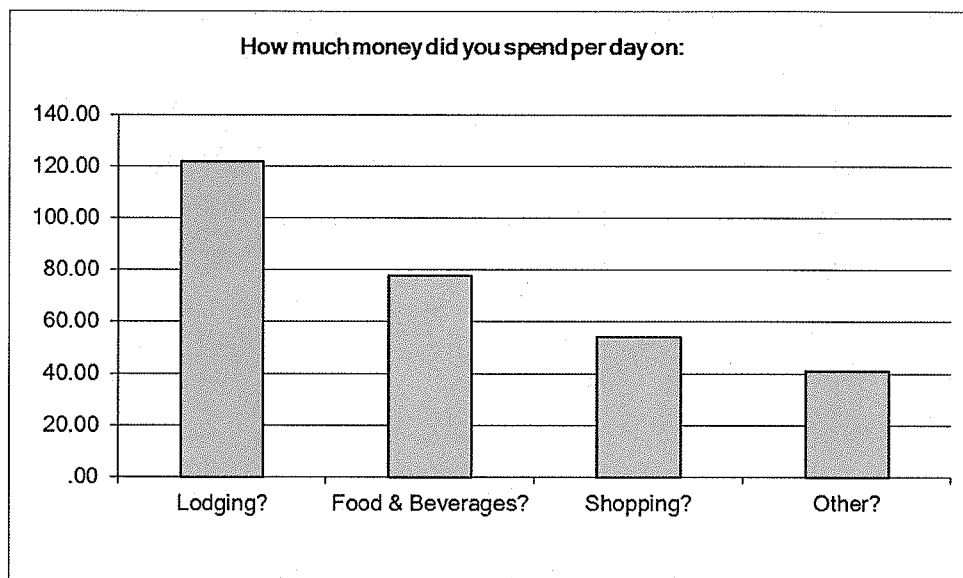
Group	Month	Year	Total RN's
USAT&F – Club XC Nats	February	2017	2000
USAT - Duathlon Nationals	October	2017	1500
USAC – Cyclocross Nationals	January	2017	3000

2018

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



Over 500 athletes participated in the 2014 Oregon Senior Games. More than 70% of those athletes stayed in Bend with an average stay of 3.2 nights. Based on reported numbers, the 2014 Oregon Senior Games generated about \$477,000.00 in total spending from outside of Deschutes County.



Participants were asked to rate the above statements on a scale of 1-5. Overall, athletes were very happy with the 2014 Oregon Senior Games. Based on the 2014 economic impact and the expected growth for our second year, we are very excited to see the 2015 outcome.

Answer Options

Rating Average

I enjoyed participating in the 2014 Oregon Senior Games.	4.64
The events I participated in were well organized.	4.40
I will recommend the Oregon Senior Games to friends and family.	4.47
I will participate in the Oregon Senior Games in the future	4.35