



A G E N D A

Board of Directors Meeting

September 19, 2017 – 8:00 a.m. at the Bend Visitor Center - 750 NW Lava Road, Bend, OR, 97703

- I. Approval of minutes from previous board meeting
 - a. May minutes.
- II. Financial Report (5 minutes)
 - a. Scott Greenstone will brief the Board on FY18 YTD finances.
- III. Tourism Industry Briefing (10 minutes)
 - a. Kevney will brief the board on tourism industry news.
 - i. TRT through July 2017
 - ii. August STR data
 - iii. State of the Industry
- IV. Visit Bend Business Updates (5 Minutes)
 - a. Financial Review (November Board Meeting)
 - b. EDCO Partnership – Success at Outdoor Retailer
 - c. Visit Like a Local
 - i. Ride Bend, Coasters & Bend Pledge
 - d. BCTF meeting September 25, 2017
- V. Marketing Update (15 Minutes)
 - a. Nate will present and show new Bend Visitor Guide
 - b. Nate will brief the board on current marketing efforts, website updates, and other marketing related projects.
 - c. Nate will provide update on winter marketing campaign.
- VI. Public Relations and Social Media Update (5 minutes)
 - a. Tawna will update the board on PR and social media activity.
- VII. Group Sales Updates (5 minutes)
 - a. Kevney will brief the board on group sales activity.
- VIII. Board Roundtable (10 minutes)
- IX. Public Comment (10 minutes)



Visit Bend Board of Directors Meeting Minutes May 9, 2017

Location: Bend Visitor Center

Present: Kevney Dugan, Valerie Warren, Hank Therien, Nate Wyeth, Michelle Mercer, Matt Williams, Alan Dietrich, Dave Nissen, Jodie Barram, Michelle Mercer, Erick Trachsel, Brandon Sirstins for Brent McLean, Scott Greenstone, Linda Orcelletto.

Guests: Kathleen McLaughlin, Ashley Mitchell, Olivia Inman, Stephanie McNeil, Joey Hamilton, Ann Cook.

Call to Order

Kevney Dugan called the meeting to order at 8:06 a.m. Introduction of guests followed.

Meeting Minutes Approval

Jodie Barram moved to approve the minutes from the March Board Meeting. Matt Williams seconded. The minutes were approved unanimously.

Financial Report

Scott Greenstone stated that revenue is running over budget due to TRT being 7% over budget for the year to date. Event revenue is down. He expects that Visit Bend will end the year very close to budget. Personnel and Sales and Marketing expenses are under budget. Sales and Marketing expenses should run closer to budget as the year progresses. Overhead expenses are slightly over budget. He stated that he has no concerns regarding the financials.

There was some discussion regarding a reserve fund that could be deployed during an economic downturn. This has also been brought up by some of the City Councilors.

Alan Dietrich moved to approve the financial report. Jodie Barram seconded. The financial report was approved unanimously.

Board Position Renewal

Matt Williams and Brent McLean will both stay on the Board for another term, bringing the new term end date for each to May 2020.

Tourism Industry Briefing

The estimated TRT collections for the City of Bend for March were up 8.7%. This is not a final number.

April 2016 was a particularly strong month due to the airport closure during May 2016. April 2017 is slightly down from this so far.

Kevney stated that Visit Bend has been continuing to focus on sustainability and feels that there is good movement and dialogue around this issue. Improved transportation is also a focus.

Business Plan and Contract Amendments

In April BEDAB unanimously approved the Business Plan in April. The City Council was also supportive of the Business Plan, and it was approved by the City on Wednesday.

Dave Nissen said that the Visit Like a Local campaign is resonating very well in the community.

Kevney highlighted some of the goals in the Business Plan for fiscal year 2018.

The City of Bend has proposed an amendment to the current contract, extending it to June 30, 2022. There are also changes covering the TRT percentage dedicated to tourism as well as any funds collected that are over 10% over the approved budget.

To date, ORLA has not taken any specific action regarding the City's new interpretation of the percentage of TRT funds that must be dedicated to tourism promotion.

Marketing Update

Nate Wyeth covered the winter campaign that ended last month. The Bend Ale Trail campaign ran October through mid-November. The winter family campaign started after the Bend Ale Trail campaign ended. It targeted women 25-54.

Pandora has quickly become the best return on investment for digital marketing. There were over 5 million digital impressions during the campaign running from December through March.

Several TV and radio spots were also included in the winter campaign.

A billboard in San Francisco was part of the campaign.

Weekend Sherpa was a very successful part of the digital campaign that was added this year.

The Seattle market is more focused on local news than Comcast buys.

Website traffic from October through March was tracked to measure the success of the campaign.

The summer campaign is currently being finalized.

Visit Bend has been working with EDCO on business relocation for the outdoor industries market.

New video spots are in production.

Kevney said that Visit Bend has been working with the Deschutes National Forest and other stakeholders to revise some of the content on the hiking page on the website.

The Bend Ale Trail will be updated in early June. Immersion will be added this year.

More information is available in the Marketing Updates included in the board packet.

Public Relations and Social Media Update

Nate covered some of the recent social media highlights. Engagement continues to outpace other destinations.

Travel + Leisure recently featured Crux Fermentation Project in their roundup of the nation's 50 best breweries. Nate also highlighted other recent media coverage.

More information is available in the Public Relations Updates included in the board packet.

Group Sales Updates

Hank Therien discussed key updates in Group Sales. USA Triathlon - Duathlon Nationals will be held in June.

The FFA Convention, middle school basketball tournament, and Bend Marathon all showed record attendance.

More information is available in the Sales Update included in the board packet.

Board Roundtable

Dave Nissen said they had a slow, but good April. Wanderlust Tours hosted a cave cleanup this past weekend.

Michelle Mercer said that they are getting ready for their summer float season in Riverbend Park. They will be focusing on educating people and promoting sustainability and Visit Like a Local concepts.

Brandon Sirstins said they had a last-minute push for Memorial Day bookings. They are anticipating a successful summer season.

Alan Dietrich stated that they are working on exposure for Bendistillery's new downtown tasting room.

Jodie Barram said the Tower Theatre is wrapping up the season and is in its membership drive. There will be fewer events during the summer. The Bend Cultural Tourism Fund grant review will be on May 23rd.

Public Comment

Stephanie McNeil mentioned that TEDx Bend is this weekend.

Ashley Mitchell said that the Marriott hotels are gearing up for the summer.

Ann Cook said that the DoubleTree experienced some damage during the winter and had to replace the roof as well as repair several rooms.

Linda Orcelletto said the Visitor Center had over 100 people on Saturday. There seem to be a lot of international visitors. There continue to be positive comments about the Bend Ale Trail.

The meeting was adjourned at 9:20 a.m.

Notes by: Valerie Warren
May 9, 2017

Visit Bend
Financial Performance Analysis
For the period ended August 31, 2017

1) Operating Analysis

a) Revenue:	Aug17 Revenue was over budget by +\$2.8K (+0.6%) overall. This variance consisted of a City Funding overage of +\$9.0K (+2.1%), a Retail Sales underage of -\$3.5K (-24.1%) and an Advertising underage of -\$2.6K (-17.2%). Year to Date FY 2018 Revenue was over budget by +\$40.5K (+4.9%) overall. This variance consisted of a City Funding overage of +\$36.2K (+4.7%), a Retail Sales overage of +\$0.8K (+2.5%) and an Advertising overage of +\$3.6K (+11.4%).
b) Personnel Expenses:	Aug17 Personnel Expenses were under budget by -\$0.1K (-0.3%). Year to Date FY 2018 Personnel Expenses were over budget by +\$4.1K (+4.3%).
c) Sales & Marketing Expenses:	Aug17 Sales & Marketing expenses were over budget by +\$60.7K (+45.2%), primarily due to timing differences between budgeted actual expenses. Year to Date FY 2018 Sales & Marketing expenses were under budget by -\$77.8K (-19.4%), primarily due to timing differences between budgeted and actual expenses.
d) Overhead Expenses:	Aug17 Overhead expenses were under budget by -\$1.6K (-8.9%) overall, due to various small variances. Year to Date FY 2018 Overhead expenses were under budget by -\$1.8K (-4.9%) overall, due to various small variances.
e) Surplus (Deficit):	Aug17 Surplus of \$208.6K (+44.6%) was under budgeted Surplus of \$264.9K (57.0%) by -\$56.2K (-12.4% profitability points) primarily due to under budget Sales & Marketing and over budget revenue. Year to Date FY 2018 Surplus of \$407.3K (+47.0%) was over budgeted Surplus of \$291.4K (35.3%) by +\$116.0K (+11.7% profitability points) primarily due to under budget Sales & Marketing and over budget revenue.

2) Cash Flow & Balance Sheet Analysis

a) Cash Flow Summary:	In Aug17, Cash increased by +\$21.9K to a month-end balance of \$394.2K. Year to Date FY 2018 Cash decreased by -\$27.5K to a period end balance of \$394.2K.
b) Balance Sheet:	The Balance Sheet remained healthy as of Aug17, in terms of both "liquidity" (Current Ratio of 4.1) and "leverage" (Debt to Equity Ratio of 0.3). Visit Bend has excellent financial systems and discipline, so GFR fully expects Visit Bend to remain a financially stable organization in FY 2018 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 August 31, 2017

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	443,709	434,724	8,985	2.1%	800,082	763,896	36,186	4.7%
City Funding - Prior Years	-	-	-	0.0%	-	-	-	0.0%
Retail Sales	11,118	14,654	(3,535)	(24.1%)	30,610	29,856	755	2.5%
Advertising	12,741	15,384	(2,643)	(17.2%)	35,075	31,489	3,586	11.4%
Event Revenue	-	-	-	100.0%	-	-	-	100.0%
Other Revenue	-	-	-	0.0%	-	-	-	0.0%
Total	467,568	464,762	2,806	0.6%	865,767	825,241	40,526	4.9%
Personnel Expenses								
Base Pay	39,741	38,335	1,406	3.7%	80,927	75,429	5,498	7.3%
Overtime	-	60	(60)	(100.0%)	-	120	(120)	(100.0%)
Incentive Pay	-	-	-	0.0%	-	-	-	0.0%
Payroll Taxes	3,231	2,780	451	16.2%	6,894	5,470	1,424	26.0%
Employee Benefits	5,000	6,935	(1,934)	(27.9%)	11,175	13,870	(2,695)	(19.4%)
Total	47,973	48,110	(137)	(0.3%)	98,996	94,889	4,107	4.3%
Sales & Marketing Expenses								
Cultural Tourism Fund	33,978	26,650	7,328	27.5%	61,406	51,988	9,418	18.1%
Visitor Development Fund	33,272	5,000	28,272	565.4%	61,961	37,500	24,461	65.2%
Online Mktg	8,426	18,816	(10,390)	(55.2%)	12,526	31,883	(19,357)	(60.7%)
Photo	2,300	800	1,500	187.5%	5,500	2,100	3,400	161.9%
Print	20,000	-	20,000	0.0%	20,143	15,000	5,143	34.3%
Production	14,341	15,250	(909)	(6.0%)	21,373	50,750	(29,377)	(57.9%)
Radio	9,196	7,500	1,696	22.6%	9,196	15,000	(5,804)	(38.7%)
Trade Shows	-	-	-	0.0%	-	-	-	0.0%
TV	7,514	10,000	(2,486)	(24.9%)	11,611	20,000	(8,389)	(41.9%)
Collateral	629	7,000	(6,371)	(91.0%)	16,491	14,000	2,491	17.8%
Postage	1,448	3,500	(2,052)	(58.6%)	4,712	7,000	(2,288)	(32.7%)
Public Relations	-	350	(350)	(100.0%)	-	700	(700)	(100.0%)
Promotions	30,957	11,000	19,957	181.4%	44,050	63,500	(19,450)	(30.6%)
Research	10,025	5,000	5,025	100.5%	17,750	17,500	250	1.4%
Web. Dev.	2,525	6,800	(4,275)	(62.9%)	2,875	29,750	(26,875)	(90.3%)
Travel & Meals	2,108	2,000	108	5.4%	3,993	3,000	993	33.1%
Retail Purchasing	18,315	14,620	3,694	25.3%	30,395	27,069	3,327	12.3%
Total	195,034	134,287	60,747	45.2%	323,981	401,739	(77,758)	(19.4%)
Overhead Expenses								
Building Lease	4,500	4,946	(446)	(9.0%)	8,850	9,738	(888)	(9.1%)
Building Maintenance	897	1,175	(278)	(23.7%)	1,793	2,300	(507)	(22.0%)
Equipment Lease & Maint.	363	450	(87)	(19.3%)	570	900	(330)	(36.6%)
Professional Fees	4,150	4,000	150	3.8%	9,006	8,000	1,006	12.6%
Office Supplies	827	1,000	(173)	(17.3%)	2,632	2,000	632	31.6%
Utilities	1,416	1,042	375	36.0%	2,247	2,083	164	7.9%
Bank Fees	677	417	260	62.4%	1,115	833	282	33.8%
Dues & Subscriptions	1,680	1,810	(130)	(7.2%)	3,430	6,120	(2,690)	(44.0%)
Insurance	153	575	(422)	(73.3%)	1,561	1,150	411	35.8%
Licenses & Permits	-	183	(183)	(100.0%)	50	367	(317)	(86.4%)
Education & Training	-	100	(100)	(100.0%)	-	200	(200)	(100.0%)
Network & Telco	456	1,000	(544)	(54.4%)	2,582	2,000	582	29.1%
Non-Capital IT	-	-	-	0.0%	-	-	-	0.0%
Depreciation & Amort.	800	800	-	0.0%	1,600	1,600	-	0.0%
Interest Expense	(6)	(17)	11	(66.5%)	(11)	(33)	22	(66.5%)
Total	15,924	17,481	(1,557)	(8.9%)	35,448	37,258	(1,810)	(4.9%)
Total Expenses	258,931	199,877	59,053	29.5%	458,425	533,886	(75,461)	(14.1%)
Surplus (Deficit)	208,637	264,884	(56,247)	(21.2%)	407,342	291,355	115,987	39.8%
Surplus (Deficit) %	44.6%	57.0%	-12.4%		47.0%	35.3%	11.7%	

ROOM TAX COLLECTIONS

DESCHUTES COUNTY - TRT COLLECTION

Month	Emp'd	CHG	Expend	CHG	FYTD	CHG	Expend	CHG	FYTD	CHG	Expend	CHG	FYTD	CHG	FYTD	CHG	FYTD	CHG		
JUL	\$ 765,977	47%	\$ 625,711	-18.3%	\$ 675,977	8.0%	\$ 762,447	12.8%	\$ 818,812	7.4%	\$ 915,383	11.8%	\$ 1,188,765	6.9%	\$ 1,271,350	12.6%	\$ 1,430,995	5.9%		
AUG	\$ 720,864	-7.7%	\$ 672,341	-6.7%	\$ 674,385	0.3%	\$ 640,605	-5.0%	\$ 735,633	14.6%	\$ 906,575	23.2%	\$ 1,115,119	4.9%	\$ 1,169,306	4.1%	\$ 1,216,868	-100.0%		
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%	\$ 430,477	42.8%	\$ 614,663	6.5%	\$ 574,496	-100.0%		
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%	\$ 175,403	37.0%	\$ 240,295	17.7%	\$ 282,936	-100.0%		
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%	\$ 228,833	-100.0%		
DEC	\$ 219,848	-18.6%	\$ 189,621	-14.2%	\$ 199,866	6.0%	\$ 221,146	10.5%	\$ 252,250	14.1%	\$ 319,538	25.7%	\$ 360,655	12.9%	\$ 396,621	10.0%	\$ 453,353	-100.0%		
JAN	\$ 145,233	-17.0%	\$ 118,337	-18.5%	\$ 153,670	29.9%	\$ 125,545	-18.3%	\$ 180,382	43.8%	\$ 180,382	0.0%	\$ 230,003	27.5%	\$ 278,939	21.3%	\$ 272,394	-100.0%		
FEB	\$ 105,982	-32.4%	\$ 121,654	14.8%	\$ 119,788	-1.5%	\$ 143,076	19.4%	\$ 150,023	6.9%	\$ 189,704	22.4%	\$ 255,899	34.9%	\$ 259,411	1.4%	\$ 259,411	-100.0%		
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%	\$ 354,899	17.4%		
APR	\$ 84,134	-29.8%	\$ 90,000	7.0%	\$ 105,941	17.7%	\$ 121,015	14.2%	\$ 130,428	7.8%	\$ 181,695	38.3%	\$ 189,592	4.3%	\$ 216,213	14.0%	\$ 236,091	9.2%		
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%	\$ 354,123	21.1%	\$ 390,661	10.3%		
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%	\$ 755,305	20.8%	\$ 683,013	-9.6%		
5/MTD	\$ 765,977	4.7%	\$ 625,711	-18.3%	\$ 675,977	8.0%	\$ 762,447	12.8%	\$ 818,812	7.4%	\$ 915,383	11.8%	\$ 1,188,765	11.8%	\$ 1,271,350	9.9%	\$ 1,430,995	12.6%		
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%	\$ 6,068,098	19.2%	\$ 6,383,950	5.2%	\$ 1,514,978	-76.3%

CITY OF BEND - TRT COLLECTION

Month	Emp'd	CHG	Expend	CHG	FYTD	CHG	Expend	CHG	FYTD	CHG	Expend	CHG	FYTD	CHG	FYTD	CHG	FYTD	CHG		
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	32.4%	\$ 1,167,521	32.4%	\$ 1,253,078	8.9%		
AUG	\$ 436,886	-9.7%	\$ 384,731	-11.9%	\$ 444,130	15.4%	\$ 480,388	8.2%	\$ 534,186	11.2%	\$ 610,702	14.9%	\$ 870,733	17.3%	\$ 1,021,591	17.3%	\$ 1,109,525	8.6%		
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	30.7%	\$ 739,451	30.7%	\$ 839,649	13.6%		
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%	\$ 530,277	20.3%	\$ 664,913	25.4%		
NOV	\$ 152,624	-16.5%	\$ 144,153	-5.6%	\$ 152,274	5.6%	\$ 166,215	9.2%	\$ 178,489	7.4%	\$ 215,766	20.8%	\$ 295,085	36.8%	\$ 357,600	21.2%	\$ 458,649	28.3%		
DEC	\$ 151,022	-26.9%	\$ 165,489	22.8%	\$ 218,038	7.4%	\$ 205,601	-5.7%	\$ 228,195	11.0%	\$ 288,908	26.6%	\$ 380,893	31.3%	\$ 434,108	14.0%	\$ 541,672	24.8%		
JAN	\$ 142,493	-16.1%	\$ 143,102	0.4%	\$ 153,692	7.4%	\$ 158,458	3.1%	\$ 183,954	16.1%	\$ 228,564	24.3%	\$ 328,996	43.9%	\$ 399,620	21.5%	\$ 467,385	17.0%		
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%	\$ 377,576	43.7%	\$ 428,240	13.4%	\$ 475,574	11.1%		
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%	\$ 542,242	10.1%	\$ 686,839	26.7%		
APR	\$ 179,874	-21.9%	\$ 201,723	12.1%	\$ 215,823	6.9%	\$ 233,926	8.5%	\$ 273,645	17.0%	\$ 329,826	20.5%	\$ 474,418	43.8%	\$ 571,271	20.4%	\$ 635,716	11.3%		
MAY	\$ 239,638	-16.0%	\$ 256,714	7.1%	\$ 260,647	3.2%	\$ 304,522	16.5%	\$ 358,299	17.7%	\$ 431,931	20.8%	\$ 587,528	35.0%	\$ 614,788	4.6%	\$ 796,172	29.5%		
JUN	\$ 294,814	-13.0%	\$ 337,885	14.6%	\$ 348,207	3.1%	\$ 405,876	16.0%	\$ 446,842	10.1%	\$ 601,173	34.3%	\$ 794,235	32.1%	\$ 887,415	11.7%	\$ 1,062,907	19.8%		
5/MTD	\$ 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	32.4%	\$ 1,167,521	32.4%	\$ 1,253,078	7.3%		
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%	\$ 7,694,125	18.5%	\$ 8,992,079	16.9%	\$ 1,364,229	-84.8%

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



MARKETING UPDATES: SEP 2017

SUMMER SEASON ADVERTISING CAMPAIGN WRAP

- Visit Bend's summer campaign wrapped up on September 8th, with a total spend of \$30k with Comcast and \$15,502 on Entercom.
 - Heaviest focus on summertime family, driving approx. 65% of spots placed. A heavy digital campaign accompanied the traditional aspects, which included retargeting, fb, and google cpc advertising.
 - Google and Facebook advertising will continue throughout September and in to the launch of our Fall campaign.

10th MONTH

Visit Bend's 10th Month campaign is officially underway and will run through mid-October, when the Bend Ale Trail campaign will launch. Pandora and OPB will be major partners, with an accompanying digital presence on Oregonlive.com. We will also be utilizing our TripAdvisor partnership and PR strength throughout the campaign.

SHOULDER SEASON ADVERTISING CAMPAIGN WRAP

- Because of budget restructuring this year, Visit Bend's shoulder-season campaign buy will be proportional to last year. In an increased effort to grow website traffic and deliver qualified visitors to tourism stakeholders, every aspect of this year's campaign will have a heavy digital focus. The total budget will be just over one million dollars.
 - The campaign will break down into three sub campaigns, family, friends, and Bend Ale Trail, which kicks off on 9/26.
 - Main partners will include Comcast/Xfinity, Pandora, Weekend Sherpa, FB, OPB, and AdTaxi.
 - We will have an increased presence around the Olympics as well.

NEW VISITOR GUIDE

We are very excited to present Visit Bend's completely redesigned Visitor Guide, which encompasses a cleaner, more experiential design. Not only is it the best visitor guide Visit Bend has ever created, but it is also the most environmentally friendly.

- The uncoated stock eliminates chemicals used in the gloss process.

- The paper company donates to several organizations including the Nature Conservancy. Last year the donated over 150,000 acres of forest land to TNC.
- Their whole plant is run with renewable energy, including biomass and hydro.
- All paper is made using elemental chlorine-free chemicals.

VISIT BEND INFLUENCER PROGRAM

September marks the official launch of Visit Bend's influencer program. We are strategically partnering with Instagram influencers in markets like Seattle, PDX, and the Bay Area to bring them to Bend where they'll post images and captions while they're here, and also provide content to us for posting after the trip. We will be sure to update you as these trips happen and we measure the program's success.

NEW CREATIVE

We wrapped our spring commercial in mid-June, and we are finalizing musical composition and script right now. Happening at the same time is the filming of our summer spot, which has proved challenging with the smoke recently. However, we've been able to capture great footage with a flexible time schedule. Production of the fall spot will begin in a couple of weeks.

WEBSITE – Year over year traffic – past 365 days:

- Total visits: 1,409,480 // Total unique visits: 969,841 // Pageviews: 3,181,331
- Geo: PDX (27.8%), BND (21.53%), SEA (14.8%), SFO (7.43%)
- Website redesign – We just finished site architecture and sitemapping. We now begin the fun part of moving in to design. Stay tuned.

Most Visited Pages Since Jun 1st, 2017

- | | |
|----------------------------|------------------|
| 1. Events Calendar | 6. Hiking |
| 2. Things to Do | 7. Where to Stay |
| 3. Home | 8. Summer Fun |
| 4. Solar Eclipse Blog Post | 9. Camping |
| 5. Summer Fun | 10. Family Fun |

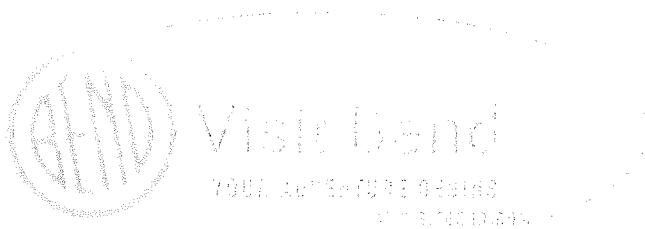
BEND ALE TRAIL

Visit Bend printed 40,000 Bend Ale Trail atlases this summer, a half run with one new brewery addition, Immersion Brewery. We are working on several new features with the app and continue fine tuning that as well. Another print run will occur this fall as several breweries make new announcements. Current completions are nearing 30,000 while we prepare for another successful Bend Ale Trail Month in November.

SOCIAL MEDIA SINCE 6/1

- **Facebook:** 6.285m impressions, 116,446 post engagements, 25,044 link clicks.
- **Instagram:** 39,032 followers, 38,649 engagements.

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Public Relations Updates: September 19, 2017

Press coverage from recent months

- The BendFilm Festival is prominently featured in the fall issue of *Eugene* magazine.
- Kristin Pope, a freelancer we hosted last fall, has a great article in the October issue of *Northwest Travel* magazine featuring the Bend Ale Trail and BAT month.
- The Alaska Airlines in-flight magazine featured the 4 Peaks Music Festival in the June issue.
- *National Geographic* featured Bend in their recent piece spotlighting America's 20 best mountain biking towns. This was a piece that came out of the FAM trip we hosted last spring with Mt. Bachelor and COVA, so it's great to see that teamwork paying off: <http://on.natgeo.com/2y1Q7Y0>
- Thrillist (which has 25+ million unique website viewers) had a great roundup of things to do in Bend: <http://bit.ly/2h3YgrS>
- *Business Insider* ran a fabulous piece in August featuring 18 of the world's best under-the-radar travel destinations: <http://read.bi/2y9qpBC>
- Another cool piece from *Business Insider* in July featured 19 places to mend a broken heart (Bend was one of them): <http://read.bi/2yag9o>
- Paste magazine included a beer from Crux in their roundup of the summer's 10 best beers: <http://bit.ly/2y9s9Lf>

Upcoming coverage and other PR initiatives

- Last week we hosted the founders of travel blog "Don't Forget to Move," which has a following of more than 200,000 on social media and a monthly audience of more than 30,000 people. Thank you to Bunk + Brew, Wall Street Suites, and Wanderlust Tours for helping us show them a good time.
- In October we're hosting Courtney Elko from Family Vacation Critic (a division of Travelocity, with 1.22 million unique monthly visitors and more than 200,000 opt-in email subscribers). We've arranged an impressive itinerary for her with visits to half-a-dozen local hotels, some cool activities with Wanderlust, the High Desert Museum, and a tour of Worthy Brewing's Hopservatory. Thank you to The Riverhouse for serving as her home base for the trip, which spans October 2-6.

(over)

What's happening on Facebook

- Decline in Facebook reach overall (Facebook tweaking algorithms, people ditching social media during election and not returning)
- Have had to get creative and evolve our approach.
- Using much more video, both live and not live.
 - People hungry to see/experience what's happening in the moment.
 - Striking a balance between truth in advertising but not wanting to scare people away (eclipse, forest fires, etc.)
 - Live video helps counter the mistrust factor we've seen popping up more and more ("fake news")
- Giveaways have become a much more crucial part of our strategy.
 - Help promote businesses that have been hit by the slump these last few weeks (Tumalo Creek Kayak & Canoe, outdoor concerts)
- Can also tie giveaways to educational initiatives like campfire bans.
- Still sharing plenty of feel-good sunsets and sunrises with inspirational quotes, but also tying more to current events. Never political, but we'll make references to "tensions running high in the country" (Charlottesville)



Visit Bend Sales Update – 9.19.2017

Key Updates

1. USA Track & Field Club Cross Country National Championships – December 2019*
1,700 athletes
2. Bend Ale Run registration is open – November 2017, 700+ participants
3. Halloween Cross Crusade – October 28-29, 1,000+ participants
4. Fly Fishing National Championships – June 2018

Key Groups/Events we are actively pursuing

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

Bouldering Nationals – *(This event takes place over 2 weekends in Late February/early March. Bend is one of the final three cities being considered to host. We are up against Maddison, WI and Salt Lake City, UT.)*

World of Wrestling - *(The site visit went very well in July and the tournament directors are sold on hosting at the Deschutes County Fair & Expo. All parties continue to look for the perfect date to ensure long term success.)*