



A G E N D A

Board of Directors Meeting

April 19, 2016 – 8:00 a.m. at the Oxford Hotel

- I. Approval of minutes from previous board meeting
- II. Fiscal Year 2015 Financial Review (10 minutes)
 - a. Price & Fronk 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. Tourism industry briefing (10 minutes)
 - a. Doug will brief the board on tourism industry news, including the city's proposal to decrease tourism funding.
 - b. FY17 Planning Schedule (budgets, business plan, key collateral projects)
- V. Marketing Update (10 Minutes)
 - a. Nate will brief the board on the winter 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
February 16, 2016**

Location: Bend Visitor Center

Present: Doug La Placa, Valerie Warren, Kevney Dugan, Nate Wyeth, Tawna Fenske, Scott Greenstone, Stephanie McNeal for Ben Perle, Matt Williams, Alan Dietrich, Dave Nissen, Michelle Mercer, Jodie Barram, Erick Trachsel, Hank Therien, Lisa Sidor.

Guests: Stephen Hamway, Wendy Kelley, Kristen Coon, Nate Safty, Wendy Puller, Rod Porsche, Ben Hemson, Rosa McCulley.

Call to Order

Doug La Placa called the meeting to order at 8:02am. Introduction of guests followed.

Financial Report

Scott Greenstone stated that 7 months into the current fiscal year, revenue is over budget by approximately 20%. Expenses are in line with budget or deliberately over budget due to additional spending on marketing, using the surplus revenue.

Overhead expenses are close to budget.

As the year progresses, the net income will move closer to the break-even point.

Scott noted that the City of Bend has changed the way they are administering payments to Visit Bend. The contact between the City and Visit Bend stipulates that funds that exceed the approved budget plus 10% need to be requested by Visit Bend. The City has decided to hold these funds back monthly instead of waiting until the end of the fiscal year.

The funds are still required to be spent on tourism, but are not required to be released to Visit Bend. BEDAB will be making a recommendation to City Council to open these funds up to RFPs from other groups after the end of the fiscal year.

Jodie Barram asked if tourism dropped below budget, would the City use these funds to make up the difference between the shortfall and the budget. Scott stated that we don't know.

Jodie stated that the Visit Bend Board needs to closely track the City's plan for the additional funds.

Doug said that Price Fronk & Co. is 2/3 of the way through the financial review and Wes Price will be reporting at the next Board Meeting.

Tourism Industry Briefing

Doug referred to the updated TRT report included in the Board Packet. The most recent month available, December, showed an adjusted increase of 6%, which is the lowest of the past few years and may indicate a leveling off. Sometimes there are delayed room tax collections for the month of December. ADR for December was also relatively flat.

The updated visitor volume report created by RRC Associates shows that the annual visitor days has climbed to over 3 million.

Nate Wyeth stated that we are 3 months into the 4 ½ month winter marketing campaign. The print campaign was strong this year, with nationwide ads in *Sunset* - with a mini-guide insert in Northern California - as well as ads in *Mountain, Northwest Travel & Life*, and *OnTrak* magazines.

Visit Bend also completed a large buy with *The San Francisco Chronicle* including print advertorials in the Sunday Travel section and a digital campaign.

There will be a dedicated Oregon and Washington spring campaign.

Website traffic is up about 30% year-over-year. Blog traffic is up over 154% year-over-year. Traffic to the Winter Fun and Mt. Bachelor pages are up, as well as traffic from Northern California. Traffic from Seattle also continues to grow.

There have been over 20,000 Bend Ale Trail completions to date. Bend Ale Trail month was a success. During the month, traffic to the Bend Ale Trail page was up 165%.

Facebook is now up to 166,000 followers. The Instagram following is over 20,000 and continues to grow.

Public Relations and Social Media Update

Tawna Fenske reported on a piece done for *The Washington Post* on beer. There was also good coverage in *Chevy New Roads* magazine, *The Red Bulletin*, and *Men's Health*. There were some pieces done in smaller, niche magazines on shoulder season travel.

Tawna showed some highlights from recent Facebook posts.

Group Sales Updates

Kevney Dugan noted key updates from the Group Sales report included in the Board Packet.

The recent USATF Cross Country Nationals were a success.

The USA Triathlon and Duathlon should bring participants from all over the country.

Shoulder season groups are increasing.

The Bend Marathon will be held in late April and registrations are greatly outpacing last year with runners representing many states.

Triple Crown will again be held on Memorial Day weekend.

Bend will again host the Snowshoe Nationals in 2017.

Kevney also pointed out that there are several groups Visit Bend continues to actively pursue.

Registration numbers and interest in the 2016 Oregon Senior Games is strong.

Discussions on the creation of a regional sports complex continue.

Board Roundtable

Dave Nissen said that the major holidays were very successful for Wanderlust Tours and the crowds have been very positive.

Matt Williams stated that the Pine Ridge Inn has been busy.

Michelle Mercer said that they are getting ready for the 38th season at Sun Country Tours.

Alan Dietrich said he is impressed by how well the Bend brand plays nationally. The traffic to the tasting room tracks cyclically with the tourist traffic overall.

Erick Trachsel said the Riverhouse has finalized their executive team and that renovations are continuing. Currents, the new restaurant, will be launching sometime in April. The room renovations are almost complete. The new website will go live on March 1st.

Stephanie McNeal, who is representing Ben Perle, said the Jazz at the Oxford show are going well. They have a new sales team and a new general manager, who moved to Bend from their Portland property.

season. This weekend is the Bend A Cappella Festival. Several shows and events have been added to the regular season.

Public Comment

Wendy Kelley of the Wall Street Suites asked if the Cycle-Cross Nationals would be hosted in Bend anytime soon. Doug stated that Bend did not win the bid to host the event in the near future, and that the venue around Deschutes Brewery has changed.

Ben Hemson of the City of Bend will be reaching out to the tourism industry for feedback.

The meeting was adjourned at 9:14 a.m.

Notes by: Valerie Warren
February 16, 2016

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

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - 9.0%	105,238	99,645	5,593	5.6%	1,521,614	1,290,279	231,335	17.9%
City Funding - 1.0%	27,284	25,834	1,450	5.6%	394,493	334,517	59,976	17.9%
City Funding - 0.4%	10,914	10,334	580	5.6%	157,797	133,807	23,990	17.9%
Retail Sales	8,429	9,780	(1,351)	(13.8%)	141,645	114,587	27,057	23.6%
Advertising	24,535	11,148	13,387	120.1%	77,312	61,808	15,504	25.1%
Event Revenue	3,418	40,000	(36,582)	(91.5%)	51,108	61,000	(9,892)	(16.2%)
Other Revenue	-	3,000	(3,000)	(100.0%)	10,190	27,000	(16,810)	(62.3%)
Total	179,818	199,740	(19,922)	(10.0%)	2,354,159	2,022,998	331,161	16.4%
Personnel Expenses								
Base Pay	40,629	37,722	2,907	7.7%	353,721	342,534	11,187	3.3%
Overtime	-	-	-	0.0%	701	-	701	0.0%
Incentive Pay	6,420	3,000	3,420	114.0%	15,144	9,500	5,644	59.4%
Payroll Taxes	4,077	3,030	1,047	34.6%	26,846	27,147	(301)	(1.1%)
Employee Benefits	5,114	5,149	(35)	(0.7%)	47,142	46,340	802	1.7%
Total	56,240	48,901	7,339	15.0%	443,554	425,522	18,032	4.2%
Sales & Marketing Expenses								
Cultural Tourism Fund	11,308	10,736	572	5.3%	160,493	136,845	23,648	17.3%
Visitor Development Fund	28,177	17,500	10,677	61.0%	126,648	98,300	28,348	28.8%
Online Mktg	62,085	5,750	56,335	979.7%	134,470	53,750	80,720	150.2%
Photo	-	950	(950)	(100.0%)	4,461	13,200	(8,739)	(66.2%)
Print	10,848	-	10,848	0.0%	375,879	171,000	204,879	119.8%
Production	630	6,250	(5,620)	(89.9%)	67,092	61,500	5,592	9.1%
Radio	28,431	55,000	(26,569)	(48.3%)	168,152	220,000	(51,848)	(23.6%)
Trade Shows	-	-	-	0.0%	2,089	4,454	(2,365)	(53.1%)
TV	41,175	77,500	(36,325)	(46.9%)	426,096	395,000	31,096	7.9%
Collateral	1,664	7,000	(5,336)	(76.2%)	44,801	63,000	(18,199)	(28.9%)
Postage	2,239	3,500	(1,261)	(36.0%)	17,619	31,500	(13,881)	(44.1%)
Public Relations	-	350	(350)	(100.0%)	11,865	13,800	(1,935)	(14.0%)
Promotions	27,454	6,250	21,204	339.3%	67,266	69,000	(1,734)	(2.5%)
Research	1,365	6,100	(4,735)	(77.6%)	27,280	12,400	14,880	120.0%
Web. Dev.	1,668	-	1,668	0.0%	7,639	11,650	(4,011)	(34.4%)
Travel & Meals	13,483	1,300	12,183	937.1%	31,416	20,500	10,916	53.2%
Retail Purchasing	7,646	1,264	6,382	504.8%	119,646	84,756	34,890	41.2%
Total	238,172	199,450	38,722	19.4%	1,792,912	1,460,655	332,257	22.7%
Overhead Expenses								
Building Lease	4,292	4,292	(0)	(0.0%)	38,478	38,478	(0)	(0.0%)
Building Maintenance	766	691	76	10.9%	7,478	6,217	1,261	20.3%
Equipment Lease & Maint.	344	368	(24)	(6.6%)	3,243	3,312	(69)	(2.1%)
Professional Fees	3,088	3,250	(163)	(5.0%)	37,063	42,250	(5,187)	(12.3%)
Office Supplies	1,771	1,243	528	42.5%	12,021	11,187	834	7.5%
Utilities	1,400	600	800	133.4%	11,399	5,400	5,999	111.1%
Bank Fees	214	33	181	543.3%	4,892	300	4,592	1,530.5%
Dues & Subscriptions	1,515	725	790	108.9%	8,545	9,775	(1,230)	(12.6%)
Insurance	1,030	400	630	157.4%	5,856	3,600	2,256	62.7%
Licenses & Permits	624	167	457	274.4%	2,042	1,500	542	36.1%
Education & Training	300	100	200	200.0%	1,343	900	443	49.2%
Network & Telco	426	1,000	(574)	(57.4%)	6,119	9,000	(2,881)	(32.0%)
Non-Capital IT	-	-	-	0.0%	-	-	-	0.0%
Depreciation & Amort.	800	800	-	0.0%	7,200	7,200	-	0.0%
Interest Expense	(11)	(17)	6	(35.2%)	(44)	(150)	106	(70.5%)
Total	16,558	13,653	2,906	21.3%	145,655	138,970	6,686	4.8%
Total Expenses	310,969	262,003	48,966	18.7%	2,382,121	2,025,146	356,975	17.6%
Net Income	(131,152)	(62,264)	(68,888)	110.6%	(27,962)	(2,148)	(25,814)	1,201.8%
Net Income %	(72.9%)	(31.2%)	-41.8%		(1.2%)	(0.1%)	-1.1%	

ROOM TAX COLLECTIONS

DESCHUTES COUNTY - TRT COLLECTION

	FY'07/08	CHANGE	FY08/09	CHANGE	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE
JUL	\$ 731,434	2.0%	\$ 765,977	4.7%	\$ 625,711	-18.3%	\$ 675,977	8.0%	\$ 762,447	12.8%	\$ 818,812	7.4%	\$ 915,363	11.8%	\$ 1,188,765	29.9%	\$ 1,271,350	6.9%
AUG	\$ 780,750	17.8%	\$ 720,864	-7.7%	\$ 672,341	-6.7%	\$ 674,385	0.3%	\$ 640,605	-5.0%	\$ 735,633	14.8%	\$ 906,575	23.2%	\$ 1,115,119	23.0%	\$ 1,169,306	4.9%
SEP	\$ 298,386	-5.5%	\$ 270,059	-9.5%	\$ 291,042	7.8%	\$ 315,140	8.3%	\$ 313,722	-0.4%	\$ 327,777	4.5%	\$ 403,810	23.2%	\$ 430,477	6.6%	\$ 614,663	42.8%
OCT	\$ 146,570	9.2%	\$ 155,739	6.3%	\$ 137,059	-12.0%	\$ 110,719	-19.2%	\$ 129,320	16.8%	\$ 126,948	-1.8%	\$ 139,234	9.7%	\$ 175,403	26.0%	\$ 240,295	37.0%
NOV	\$ 108,402	12.9%	\$ 117,513	8.4%	\$ 103,767	-11.7%	\$ 112,113	8.0%	\$ 101,784	-9.2%	\$ 105,795	3.9%	\$ 131,451	24.3%	\$ 195,905	49.0%	\$ 213,017	8.7%
DEC	\$ 270,022	5.7%	\$ 219,848	-18.6%	\$ 188,621	-14.2%	\$ 199,866	6.0%	\$ 221,146	10.6%	\$ 252,250	14.1%	\$ 319,538	26.7%	\$ 360,655	12.9%	\$ 396,621	10.0%
JAN	\$ 174,971	20.1%	\$ 145,233	-17.0%	\$ 118,337	-18.5%	\$ 153,670	29.9%	\$ 125,545	-18.3%	\$ 180,588	43.8%	\$ 180,382	-0.1%	\$ 230,003	27.5%	\$ 278,939	21.3%
FEB	\$ 156,683	7.1%	\$ 105,982	-32.4%	\$ 121,654	14.8%	\$ 119,788	-1.5%	\$ 143,076	19.4%	\$ 154,062	7.7%	\$ 155,023	0.6%	\$ 189,704	22.4%	\$ 255,899	34.9%
MAR	\$ 170,332	4.84%	\$ 131,707	-22.7%	\$ 147,374	11.9%	\$ 148,310	0.6%	\$ 151,221	2.0%	\$ 194,809	28.8%	\$ 224,459	15.2%	\$ 276,134	23.0%		-100.0%
APR	\$ 119,878	-0.63%	\$ 84,134	-29.8%	\$ 90,000	7.0%	\$ 105,941	17.7%	\$ 121,015	14.2%	\$ 130,428	7.8%	\$ 181,695	39.3%	\$ 189,582	4.3%		-100.0%
MAY	\$ 187,974	-0.55%	\$ 162,566	-13.5%	\$ 143,816	-11.5%	\$ 190,961	32.8%	\$ 202,628	6.1%	\$ 219,254	8.2%	\$ 258,725	18.0%	\$ 292,303	13.0%		-100.0%
JUN	\$ 389,907	6.66%	\$ 319,914	-18.0%	\$ 332,197	3.8%	\$ 345,103	3.9%	\$ 445,126	29.0%	\$ 449,607	1.0%	\$ 462,519	2.9%	\$ 625,431	35.2%		-100.0%
FYTD	\$ 2,667,218	7.9%	\$ 2,501,215	-6.2%	\$ 2,258,532	-9.7%	\$ 2,361,658	4.6%	\$ 2,437,645	3.2%	\$ 2,701,865	10.8%	\$ 3,151,376	16.6%	\$ 3,886,031	23.3%	\$ 4,440,090	14.3%
FY END	\$ 3,535,309	6.8%	\$ 3,199,536	-9.5%	\$ 2,971,919	-7.1%	\$ 3,151,973	6.1%	\$ 3,357,635	6.5%	\$ 3,695,963	10.1%	\$ 4,278,774	15.8%	\$ 5,269,481	23.2%	\$ 4,440,090	-15.7%

CITY OF BEND - TRT COLLECTION

	FY'07/08	CHANGE	FY08/09	CHANGE	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	Normalized
JUL	\$ 499,668	9.5%	\$ 449,316	-10.1%	\$ 433,489	-3.5%	\$ 489,662	13.0%	\$ 544,668	11.2%	\$ 543,438	-0.2%	\$ 586,376	7.9%	\$ 864,560	47.4%	\$ 1,167,426	35.0%	30%
AUG	\$ 484,001	19.5%	\$ 436,886	-9.7%	\$ 384,731	-11.9%	\$ 444,130	15.4%	\$ 480,388	8.2%	\$ 534,186	11.2%	\$ 610,702	14.3%	\$ 853,644	39.8%	\$ 1,020,894	19.6%	15%
SEP	\$ 348,769	14.5%	\$ 321,460	-7.8%	\$ 284,892	-11.4%	\$ 328,306	15.2%	\$ 377,773	15.1%	\$ 395,722	4.8%	\$ 462,399	16.8%	\$ 554,820	20.0%	\$ 739,089	33.2%	28%
OCT	\$ 244,869	1.2%	\$ 242,479	-1.0%	\$ 224,398	-7.5%	\$ 250,959	11.8%	\$ 229,891	-8.4%	\$ 280,250	21.9%	\$ 338,624	20.8%	\$ 432,117	27.6%	\$ 530,659	22.7%	18%
NOV	\$ 182,718	7.4%	\$ 152,624	-16.5%	\$ 144,153	-5.6%	\$ 152,274	5.6%	\$ 166,215	9.2%	\$ 178,469	7.4%	\$ 211,531	18.5%	\$ 289,304	36.8%	\$ 341,379	18.0%	14%
DEC	\$ 206,565	-8.4%	\$ 151,022	-26.9%	\$ 185,489	22.8%	\$ 218,038	17.5%	\$ 205,601	-5.7%	\$ 228,195	11.0%	\$ 283,238	24.1%	\$ 373,418	31.3%	\$ 412,859	10.6%	6%
JAN	\$ 169,935	0.5%	\$ 142,493	-16.1%	\$ 143,102	0.4%	\$ 153,692	7.4%	\$ 158,458	3.1%	\$ 183,934	16.1%	\$ 224,078	21.8%	\$ 322,539	43.9%	\$ 380,928	18.1%	14%
FEB	\$ 204,187	3.0%	\$ 160,038	-21.6%	\$ 165,234	3.2%	\$ 181,006	9.5%	\$ 191,409	5.7%	\$ 205,050	7.1%	\$ 257,662	25.7%	\$ 370,166	43.7%	\$ 409,782	10.7%	6%
MAR	\$ 232,424	-5.7%	\$ 167,398	-28.0%	\$ 198,289	18.5%	\$ 207,918	4.9%	\$ 225,231	8.3%	\$ 260,039	15.5%	\$ 349,559	34.4%	\$ 482,713	38.1%		-100.0%	-100%
APR	\$ 230,194	-0.9%	\$ 179,874	-21.9%	\$ 201,723	12.1%	\$ 215,623	6.9%	\$ 233,926	8.5%	\$ 273,645	17.0%	\$ 323,352	18.2%	\$ 465,107	43.8%		-100.0%	-100%
MAY	\$ 285,294	-1.4%	\$ 239,638	-16.0%	\$ 256,714	7.1%	\$ 290,647	13.2%	\$ 304,522	4.8%	\$ 358,299	17.7%	\$ 423,454	18.2%	\$ 575,753	36.0%		-100.0%	-100%
JUN	\$ 338,901	-6.8%	\$ 294,814	-13.0%	\$ 337,885	14.6%	\$ 348,207	3.1%	\$ 405,876	16.6%	\$ 446,842	10.1%	\$ 589,315	31.9%	\$ 782,422	32.8%		-100.0%	-100%
FYTD	\$ 2,340,712	7.8%	\$ 2,056,317	-12.1%	\$ 1,965,488	-4.4%	\$ 2,218,067	12.9%	\$ 2,354,403	6.1%	\$ 2,549,244	8.3%	\$ 2,974,610	16.7%	\$ 4,060,567	36.5%	\$ 5,002,352	23.2%	19%
FY End	\$ 3,427,525	3.8%	\$ 2,938,041	-14.3%	\$ 2,960,098	0.8%	\$ 3,280,461	10.8%	\$ 3,523,958	7.4%	\$ 3,888,070	10.3%	\$ 4,660,291	19.9%	\$ 6,366,564	36.6%	\$ 5,002,352	-21.4%	

Indicates Historical High For That Specific Month

1% TRT rate increase implemented in June 2014 in City of Bend (9% to 10%)

.4% TRT rate increase implemented in June 2015 in City of Bend (10% to 10.4%)

1% TRT rate increase implemented for Deschutes County on July 1, 2014 (7% to 8%)



MARKETING UPDATES: APRIL 2016

SHOULDER SEASON ADVERTISING CAMPAIGN

- Visit Bend's shoulder season campaign kicked off in March, and will be running until Memorial Day weekend, when our summer campaign is slated to start.
 - **Television:** 1,594 commercials in PDX and Eugene.
 - Key partners included Comcast, DirectTV, and Dish Network
 - **Digital Video:** Visit Bend continues to be an industry leader in the delivery of advertising. This spring, we will be running our video ads not only on TV, but also on Facebook, Instagram, Pandora, and the Google Ad network (Youtube pre-roll). Several million impressions have been served across our digital campaign.
 - **Radio:** Visit Bend's radio buy this spring is on Pandora, targeting digital streaming users with Bend Ale Trail creative, including audio ads and companion banners. We've ordered 2.5 million impressions during the months of March and April.
 - **Print:** Work has begun on the redesign of the 2016/17 Bend Visitors Guide. We'll circulate a final draft prior to printing.

VISIT BEND'S SUMMER CAMPAIGN

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

WEBSITE – Year over year traffic – past 365 days:

- Traffic to www.visitbend.com was up 21.12% YOY (1,505,132 visits)
- Unique visitors up 26.83% YOY
- Pageviews are also up 18.21% year over year, surpassing the 3.7 million mark

Most Visited Pages

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

BEND ALE TRAIL

- Nearly 21,000 people have now completed the Bend Ale Trail.

- Work has started on a complete redesign of the Bend Ale Trail Atlas. We'll have working proofs soon. Complete with all new photography and new BAT logo.
- The app will also be updated, as will our Drinkable Diversions program.

SOCIAL MEDIA

- **Facebook: Visit Bend** - 172,407 (up 6,259 from Feb. board meeting). Engagement and reach continues to outpace Travel Oregon, Travel Portland, and Visit California, among other DMOs. Traffic from Facebook to visitbend.com is up 256.56% year over year.
- **Facebook: Bend Ale Trail** 5,028 likes
- **YouTube Video Views:** 652,487 views.
- **Vimeo Views:** 7,930 views
- **Twitter:**
 - @VisitBendOR 10.1k followers
 - @BendAleTrail 2,405 followers
- **Instagram:** @visitbend 23.4k followers
 - Visit Bend winter Instagram advertising delivered over 5,000 clicks to visitbend.com's winter fun page.
- 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: April 19, 2016

Press coverage from recent months

- We hosted Janet Fullwood of *Where to Retire* magazine November, and the piece just appeared in the May/June issue. Nice coverage of the city overall with special shout-outs for visitbend.com and Hillside Inn B&B.
- *Range* magazine (published out of Jackson Hole, and edited by a journalist we hosted last September) published a terrific article on Bend in the new issue.
- *USA Today* included Bend in their recent roundup of the nation's top 10 ski towns.
- VacationIdeas.com did a terrific piece on the 25 best things to do in Bend, Oregon. Sharing it on our Facebook page got a lot of reader engagement.
- *Health Medicine Network* included Bend in a roundup of the nation's most fitness-friendly cities.
- *Men's Health* (readership = 12,244,000) featured Bend in an article titled "6 unforgettable adventure vacations to take in 2016." They emphasized mountain biking, road biking, the Bend Ale Trail, and the Bend Whitewater Park.
- *The Cheat Sheet* spotlighted Bend in a piece titled, "6 surprisingly awesome cities to add to your travel agenda." They emphasized breweries, the Les Schwab Amphitheater, arts & culture, dining, mountain biking, skiing, hiking, and climbing.
- OnTheSnow.com ran a piece in late-February titled, "Where to stay for spring skiing: Top 10 hotels." Mt. Bachelor made the list for skiing, and Wall Street Suites was their choice for lodging.

Media pitches, upcoming coverage, and other PR initiatives

- Over the next few months, we're hosting writers from TravelingMom.com, *Points North*, and several freelancers. We're also hoping to host Portland-based beer writer Brian Yaeger in the coming months.
- Bend will be featured in an upcoming travel section of Seattle-based *ParentMap*.
- We recently worked with the United Airlines in-flight magazine for a 32-page feature they're doing on Oregon. Bend will be prominently featured, and we provided photos, images, and an interview with Doug. The piece will be published in May.

(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:

- The last couple months were eye-opening in terms of the importance of having current, in-the-moment, live posts going up on Facebook. Tawna was gone for 3 weeks in New Zealand, and spent months beforehand planning, writing, and pre-scheduling posts for the duration. Other Visit Bend staffers pitched in to monitor comments and put up the occasional live post, but it was admittedly not our regular schedule of putting up 3 pieces of fresh, current content every day. Engagement and reach went down during the month, and you can clearly see an uptick each time there's a live, in-the-moment post (including this one created by Jason and Nate announcing the opening date of the Tumalo Falls access road).
- Several of the highest performing posts in the last few months have featured Smith Rock, so we've been posting a few more lately. One interesting thing is that Smith Rock pics nearly always generate comments from people complaining that it's not in Bend, which is a good thing in some ways (engagement!)
- Blog links have been performing well for us lately, especially when they feature click-bait headlines (like this post on 5 great road trips to make from a Bend home base) or in-the-moment content (like this post with a genuine in-the-moment personal story even though it links to a post that's several years old).
- There are certain things that do not resonate with our particular Facebook demographic: Ski photos featuring people doing jumps or tricks. Concert announcements for bands like Phish or Widespread Panic. Tricky-looking mountain biking shots (though images of families mountain biking do well). 66% of our page fans are women, and 50% of them are between 35 and 65+. You might assume that daring things like bungee jumping or highline walking would also not do well, but that would be incorrect. Those actually do awesome! This daredevil shot from local photographer Jason Brownlee did spectacularly well. Possibly because people like commenting, "no way would I do that," but again, it's engagement!



Visit Bend Sales Update – 4.19.2016

Key Updates

1. USATF XC Nationals – February 2017 – 600 plus Athletes
2. USA Triathlon – Duathlon Nationals June, 25th 2016 – 800 athletes
3. Western State Hostage Negotiators Annual Meeting – April 24-27 2016 – 300 Attendees
4. USA Hop Growers Convention – January 2017 – 500 attendees
5. Middle School State Basketball Tournament – First 2 weekends in March. 300+ Teams
6. Bend Marathon – April 24 – 33 states, 3 countries, & 1500 runners
7. Triple Crown Baseball Tournament – Memorial Day Weekend
8. Future Farmers of America 2017 & 2018 – March/April 2,000 Participants
9. Snowshoe Nationals – March 2017 – 300 Athletes

Key Groups/Events we are actively pursuing

1. NAIA Cross Country Nationals – 400 athletes, November
2. Nike XC Northwest Regionals – 600 athletes, November
3. USA 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 2017
11. USA Taekwondo U.S. Open – 700-800 participants, February 2018 & 2019
12. Golden Gloves Nationals – May 2017 – 300 boxers/3000 room nights.
13. NW Fish Cultures Annual Conference – December 2018 – 400 Attendees
14. American Tree Farm National Leadership Conference – Fall 2018

Oregon Senior Games

1. Thursday June 9th – Sunday June 12th. 450+ registrations so far, 10 States represented.

Additional Updates

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