



AGENDA

Board of Directors Meeting

September 15, 2015 – 8:00 a.m. at the Bend Visitor Center

- I. Approval of minutes from previous board meeting
- II. Financial Report (5 minutes)
 - a. Scott Greenstone & Doug will brief the Board on FY16 YTD finances.
- III. Tourism industry briefing (10 minutes)
 - a. Doug will brief the board on tourism industry news and metrics.
- IV. Reserve "Rainy Day" Fund (20 minutes)
 - a. Board conversation on the merits of creating a "rainy day fund" to implement marketing efforts during Bend's next recession.
- V. Marketing Update (15 Minutes)
 - a. Nate will brief the board on the summer marketing campaign, website updates, and other marketing related projects.
 - b. Nate will present a summary of the FY2016 shoulder season and winter marketing plans.
- 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. Kevney will brief the board on group sales activity.
- VIII. Board Roundtable (10 minutes)
- IX. Public Comment (10 minutes)

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Visit Bend

YOUR ADVENTURE BEGINS

AT VISITBEND.COM

Visit Bend Board of Directors Meeting Minutes June 16, 2015

Location: Bend Visitor Center

Present: Doug La Placa, Valerie Warren, Kevney Dugan, Nate Wyeth, Tawna Fenske, Matt Williams, Alan Dietrich, James Jaggard for Dave Nissen, Gregg Harper for Ben Perle, La Dona Canevaro, Michelle Mercer, Hank Therien, Lisa Sidor.

Guests: Carolyn Eagan, Wendy Puller, Noelle Fredland, Erick Trachsel, Joey Hamilton, Stephen Hamway, Amanda Warner

Call to Order

Doug LaPlaca called the meeting to order at 8:03am. Introduction of guests followed.

The minutes from the April Board Meeting were approved with no changes. Matt Williams moved to approve the minutes. La Dona Canevaro seconded. The minutes were unanimously approved.

Financial Report

Doug La Placa presented a summary of the financial reports. The revenue continues to be ahead of budget, mostly due to TRT collections. YTD Revenue through May is just over 20% ahead of budget.

Personnel expenses were slightly over budget due to timing variances. Sales and Marketing expenses were over budget due to deliberate spending of budget overages. Overhead expenses are tracking slightly over budget.

Net income is ahead of budget but should come down to between \$75,000 and \$100,000 by year end. This additional income will be used to start programs in Northern California.

The cash position is high but will be spent down to fund the first grant cycle of the Bend Cultural Tourism Fund.

Tourism Industry Briefing

Doug discussed some current highlights from the tourism industry:

- April room tax collections were up 28% (normalized).
- Occupancy data through March is at a record high for the City of Bend.
- Website performance - the site saw a 27% increase over the prior year.
- Blog visits exceeded 100,000 for the first time.
- The most visited webpage on the site is the Events Calendar.
- New confirmed and potential hotel projects include the Springhill Suites, My Place Suites, McMenamins, a hotel next to the Fairfield Inn, and a hotel project that will add approximately 110 rooms.

- Bend Cultural Tourism Fund Grants - \$125,000 in grants were awarded by the BCTF Commission in May.
- Alan Dietrich moved to approve the grant awards; Gregg Harper seconded. The vote to approve the awards was unanimous. A summary of the recipients is presented in the Board Packet.
- PorterCo will be assisting with media planning and media buys in Northern California.
- Bend Parks and Recreation has several projects nearing completion including the whitewater park and removal of the Colorado Dam, the ice area and events shelter, Gopher Gulch, and a Rush soccer complex at Pine Nursery Park.
- There is a record lineup of summer concerts at the Les Schwab Amphitheater.
- The Riverhouse has a new ownership group and a large renovation project will begin this fall.

Additional details are available in the Board Packet.

Marketing Update

Nate Wyeth stated that the summer 2015 advertising campaign is in full swing. Over 7,000 commercials will air in the I-5 corridor. The radio campaign has been increased and will expand to the Eugene area.

The new Visitor Guide will be sent to the printer by the end of this week. The Mountain Biking Mini-Guide will also be distributed throughout the summer.

The website continues to perform well. Since June 1st, there has been over 40% growth.

Recent blog posts have been very popular.

The top most visited website pages recently have been: the Events Calendar; the Home page; Bend Ale Trail; What to Do; Hiking; Hotels & Motels.

The Bend Ale Trail continues to grow. The new Bend Ale Trail Atlas and app just launched as well as the new Drinkable Diversions program.

Social media - the Facebook audience continues to show high levels of engagement. Other social media outlets are also performing well.

Several new TV and radio spots are under production, as well as a new version of the Roundabout Art Route map and brochure.

Public Relations Updates

Tawna Fenske discussed highlights from recent media coverage and passed around some examples.

Tawna also stated that she has been receiving numerous requests for FAM trips from journalists.

Tawna presented some recent popular Facebook posts.

Group Sales Updates

Kevney Dugan discussed several group sales updates.

Future groups include USATF XC Nationals, USA Triathlon, USA Hop Growers, and Western Enlisted Association.

New active pursuits include USA Cycling Collegiate Road Nationals, USA BMX, Snowshoe Nationals, and Golden Glove Nationals.

The Oregon Senior Games starts this week. Approximately 600 athletes have registered. Pickleball, golf, and bowling showed a lot of growth.

Over 40 advertisers purchased space in the upcoming Bend Visitor Guide.

Facility enhancements continue to aid with attracting groups to the area.

Board Roundtable

Matt Williams asked if anything went out from the City of Bend to discuss the June 1st rate increase. Carolyn Eagan stated that an announcement did go out.

James Jaggard stated that their website is also showing growth.

Alan Dietrich suggested calling for photos from people completing the Bend Ale Trail and Drinkable Diversions.

Public Comment

Carolyn Eagan reminded everyone that it is also construction season.

The meeting was adjourned at 9:00a.m.

Notes By: Valerie Warren
June 16, 2015

Visit Bend
Budget-to-Actual P&L Analysis
For the month ended August 31, 2015

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - 9.0%	302,644	237,038	65,605	27.7%	507,537	399,613	107,924	27.0%
City Funding - 1.0%	78,463	61,454	17,009	27.7%	131,584	103,603	27,980	27.0%
City Funding - 0.4%	31,385	24,582	6,804	27.7%	52,633	41,441	11,192	27.0%
Retail Sales	16,978	16,397	581	3.5%	39,544	31,320	8,225	26.3%
Advertising	8,235	3,665	4,571	124.7%	10,292	6,326	3,966	62.7%
Event Revenue	-	-	-	0.0%	12,000	6,000	6,000	100.0%
Other Revenue	-	3,000	(3,000)	(100.0%)	-	6,000	(6,000)	(100.0%)
Total	437,706	346,135	91,570	26.5%	753,590	594,303	159,287	26.8%
Personnel Expenses								
Base Pay	37,710	36,783	927	2.5%	75,226	72,383	2,842	3.9%
Overtime	-	-	-	0.0%	152	-	152	0.0%
Incentive Pay	-	-	-	0.0%	-	-	-	0.0%
Payroll Taxes	1,609	2,737	(1,128)	(41.2%)	4,461	5,385	(924)	(17.2%)
Employee Benefits	4,623	5,149	(526)	(10.2%)	9,714	10,298	(583)	(5.7%)
Total	43,941	44,669	(727)	(1.6%)	89,553	88,067	1,487	1.7%
Sales & Marketing Expenses								
Cultural Tourism Fund	31,487	24,781	6,706	27.1%	52,982	41,949	11,032	26.3%
Visitor Development Fund	5,518	5,500	18	0.3%	31,652	20,500	11,152	54.4%
Online Mktg	6,362	5,750	612	10.6%	10,213	11,500	(1,287)	(11.2%)
Photo	199	2,700	(2,501)	(92.6%)	574	4,550	(3,976)	(87.4%)
Print	26,643	20,000	6,643	33.2%	30,926	30,000	926	3.1%
Production	23,523	12,250	11,273	92.0%	26,712	18,500	8,212	44.4%
Radio	11,246	10,000	1,246	12.5%	25,156	25,000	156	0.6%
Trade Shows	1,000	3,000	(2,000)	(66.7%)	1,000	3,000	(2,000)	(66.7%)
TV	31,950	30,000	1,950	6.5%	58,666	60,000	(1,334)	(2.2%)
Collateral	17,961	7,000	10,961	156.6%	25,754	14,000	11,754	84.0%
Postage	2,511	3,500	(990)	(28.3%)	5,876	7,000	(1,124)	(16.1%)
Public Relations	-	350	(350)	(100.0%)	-	700	(700)	(100.0%)
Promotions	4,680	6,750	(2,070)	(30.7%)	10,316	10,000	316	3.2%
Research	-	600	(600)	(100.0%)	-	600	(600)	(100.0%)
Web. Dev.	4,939	4,300	639	14.9%	5,033	4,750	283	6.0%
Travel & Meals	537	4,200	(3,663)	(87.2%)	974	5,100	(4,126)	(80.9%)
Retail Purchasing	13,227	8,766	4,462	50.9%	28,717	22,198	6,519	29.4%
Total	181,783	149,446	32,337	21.6%	314,551	279,347	35,204	12.6%
Overhead Expenses								
Building Lease	4,292	4,292	-	0.0%	8,432	8,432	-	0.0%
Building Maintenance	818	691	128	18.5%	1,575	1,382	194	14.0%
Equipment Lease & Maint.	399	368	31	8.5%	743	736	7	1.0%
Professional Fees	3,088	3,250	(163)	(5.0%)	6,038	6,500	(463)	(7.1%)
Office Supplies	660	1,243	(583)	(46.9%)	1,964	2,486	(522)	(21.0%)
Utilities	1,100	600	500	83.3%	1,965	1,200	765	63.7%
Bank Fees	772	33	738	2,215.1%	1,553	67	1,486	2,229.2%
Dues & Subscriptions	-	1,025	(1,025)	(100.0%)	-	2,750	(2,750)	(100.0%)
Insurance	480	400	80	20.0%	960	800	160	20.0%
Licenses & Permits	-	167	(167)	(100.0%)	150	333	(183)	(55.0%)
Education & Training	-	100	(100)	(100.0%)	-	200	(200)	(100.0%)
Network & Telco	2,010	1,000	1,010	101.0%	2,619	2,000	619	31.0%
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	(66.6%)
Total	14,413	13,953	461	3.3%	27,597	28,452	(854)	(3.0%)
Total Expenses	240,138	208,067	32,071	15.4%	431,701	395,865	35,836	9.1%
Net Income	197,568	138,068	59,500	43.1%	321,888	198,438	123,451	62.2%
Net Income %	45.1%	39.9%	5.2%		42.7%	33.4%	9.3%	

Visit Bend Financial Performance Analysis

For the month ended August 31, 2015

1) Operating Analysis

a) Revenue:	Aug15 Revenue was over budget by +\$91.6K (+26.5%) overall. This variance consisted primarily of a City Funding - 9.0% overage of +\$65.6K (+27.7%), a City Funding - 1.0% overage of +\$17.0K (+27.7%), a City Funding - 0.4% overage of +\$6.8K (+27.7%), a Retail Sales overage of +\$0.6K (+3.5%) and an Advertising overage of +\$4.6K (+124.7%), offset by an Other Revenue underage of -\$3.0K (-100.0%). Year to Date FY 2016 Revenue was over budget by +\$147.3K (+24.8%) overall. This variance consisted primarily of a City Funding - 9.0% overage of +\$107.9K (+27.0%), a City Funding - 1.0% overage of +\$28.0K (+27.0%), a City Funding - 0.4% overage of +\$11.2K (+27.0%), a Retail Sales overage of +\$8.2K (+26.3%), an Advertising overage of +\$4.0K (+62.7%) and an Event Revenue overage of +\$6.0K (+100.0%), offset by an Other Revenue underage of -\$6.0K (-100.0%).
b) Personnel Expenses:	Aug15 Personnel Expenses were under budget by -\$0.7K (-1.6%). Year to Date FY 2016 Personnel Expenses were over budget by +\$1.5K (+1.7%).
c) Sales & Marketing Expenses:	Aug15 Sales & Marketing expenses were over budget by +\$32.3K (+21.6%), primarily due to timing differences between budgeted and actual results. Year to Date FY 2016 Sales & Marketing expenses were over budget by +\$35.2K (+12.6%), primarily due to timing differences between budgeted and actual results.
d) Overhead Expenses:	Aug15 Overhead expenses were over budget by +\$0.5K (+3.3%) overall, primarily due to timing differences between budgeted and actual results. Year to Date FY 2016 Overhead expenses were under budget by -\$0.9K (-3.0%) overall, primarily due to timing differences between budgeted and actual results.
e) Net Income (Loss):	Aug15 Net Income of \$197.6K (45.1%) was over budgeted Net Income of \$138.1K (39.9%) by +\$59.5K (+5.2% - profitability points) primarily due to over budget revenue partially offset by over budget Sales & Marketing expenses. Year to Date FY 2016 Net Income of \$321.9K (42.7%) was over budgeted Net Income of \$198.4K (33.4%) by +\$123.5K (+9.3% - profitability points) primarily due to over budget revenue partially offset by over budget Sales & Marketing expenses.

2) Cash Flow & Balance Sheet Analysis

a) Cash Flow Summary:	In Aug15, Cash increased by +\$124.0K to a month-end balance of \$538.2K. Year to Date FY 2016 Cash increased by +\$292.9K to a period-end balance of \$538.2K. This highest ever month-end cash position at Aug15 primarily represents a temporary situation caused by the Net Income referenced above combined with accrued FY 2015 expenses and grants that will be paid in the first half of FY 2016.
b) Balance Sheet:	The Balance Sheet remained very healthy as of Aug15, in terms of both "liquidity" (Current Ratio of 3.3) and "leverage" (Debt to Equity Ratio of 0.4). 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

YOUR ADVENTURE BEGINS

AT VISITBEND.COM

Tourism Industry Briefing

Prepared for the Visit Bend Board of Directors by Doug La Placa

September 15, 2016

- Room Tax Collections
 - Bend's FY2015 TRT collections finished the fiscal year at \$6,366,564
 - +37% YOY (+23% Normalized)
 - Deschutes County TRT collections finished the fiscal year at \$5,269,481
 - +23% YOY (+8% Normalized)
 - Bend's July TRT collections equaled \$1,159,029
 - +34% YOY (+29% Normalized)
 - Deschutes County's July TRT collections \$1,271,350
 - +6.9% YOY

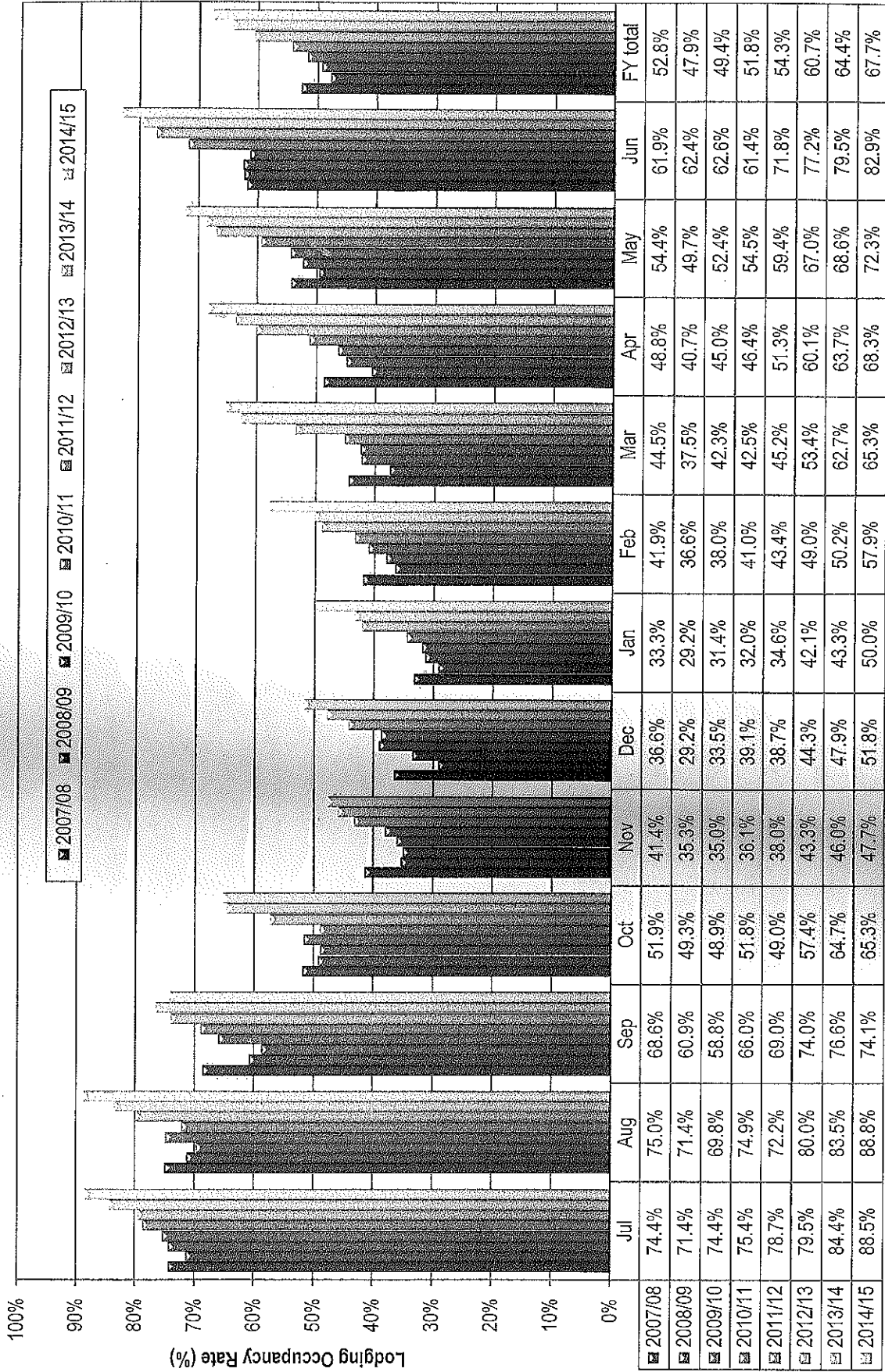
- Citywide Lodging Occupancy
 - Through June, STR reported Bend's fiscal year-end lodging occupancy to be 67.7%, up 3.3 percentage points YOY
 - Through June, STR reported Bend's fiscal year-end ADR to be \$114.04, up from \$107.77 YOY.

- Website Performance
 - Over the past 12 months, www.VisitBend.com received 1,333,909 total visits (29%) and 884,067 unique visits (+27%).
 - Blog visits for the same 12 month period equaled 129,000 (+84%)

- FY2106 Shoulder Season and Winter Campaigns will be the largest ever (more details in Marketing updates)

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Bend Lodging Occupancy Rates: July 2007 - June 2015



ROOM TAX COLLECTIONS

3:27 PM 9/14/2015

DESCHUTES COUNTY - TRT COLLECTION

	FY07/08	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%		-100.0%
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%		-100.0%
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%		-100.0%
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%		-100.0%
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%		-100.0%
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%		-100.0%
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%		-100.0%
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	\$ 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%	\$ 1,271,350	-75.9%
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%	\$ 1,271,350	-75.9%

CITY OF BEND - TRT COLLECTION

	FY07/08	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%	\$ 1,159,029	34.1%	29%
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%		-100.0%	-100%
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%		-100.0%	-100%
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%		-100.0%	-100%
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%		-100.0%	-100%
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	31.8%		-100.0%	-100%
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%		-100.0%	-100%
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%		-100.0%	-100%
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	\$ 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%	\$ 1,159,029	-81.8%	
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%	\$ 1,159,029	-81.8%	

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%)



MARKETING UPDATES: SEPTEMBER 2015

SUMMER 2015 ADVERTISING CAMPAIGN

- The summer 2015 advertising campaign wraps up in whole on September 29th, in time to transition to our first-ever, dedicated fall shoulder season television campaign.
 - **Television:** 5,921 TV commercials have aired statewide in Oregon, focused on PDX, the I-5 corridor, Southern Oregon, and the northern Oregon Coast.
 - Key partners included Comcast, Charter, KPTV, and KGW
 - **Youtube Truview:** Visit Bend's television campaign is supplemented by a very targeted digital pre-roll campaign, with over one million impressions served across various platforms, including Youtube Truview. So far, 986,143 pre-roll ads have been served. Visit Bend's click-thru rate is one of the highest across all audiences and networks.
 - **Radio:** 772 Visit Bend radio commercials have aired during our summer campaign in Oregon along the I-5 corridor. The campaign is supplemented by an aggressive added-value promotional schedule, which includes a heavy digital presence and streaming with clickable ads.
 - **Print:**
 - Visit Bend's mountain bike guide was distributed in *Mountain* magazine this summer and was supplemented by a two-page spread.
 - Visit Bend is also continuing its targeted national reach by advertising in *OnTrak* magazine, Amtrak's seatback publication on select lines.

VISIT BEND'S SHOULDER SEASON AND WINTER ADVERTISING CAMPAIGN

- This year, for the first time, Visit Bend will have a dedicated television campaign that will begin later this month and run into November, to be followed up with the launch of our biggest winter campaign ever. For this shoulder season campaign, we will partner with Comcast, in order to have the highest reach and frequency possible across our target demographics.
- Visit Bend's radio campaign for the shoulder season will launch at the beginning of October, and will focus on promoting the Bend Ale Trail and Bend Ale Trail Month. Campaigns will run along the I-5 Corridor in Oregon, and the Seattle DMA. Both campaigns will include a heavy digital presence, on-air personality endorsements and visits to Bend to experience the Bend Ale Trail.
- The winter mini-guide will be one of Visit Bend's most important marketing tools this year. We will print and distribute over 750,000 guides, mostly through inserts in magazines over the next several months. Our largest print partner this year will

be *Sunset Magazine*, where Visit Bend will have a two-page spread running in their national circulation of over 1.25 million. Guides will be also be inserted in *Portland Monthly*, *Seattle Met*, *Northwest Travel*, *Mountain*, and *OnTrak* magazines.

- Visit Bend's Northern California buy is progressing, with ongoing meetings taking place between media partners in the Bay Area, Porter Co., and Visit Bend. The final buy will be presented at the November board meeting.

WEBSITE – Year over year traffic – past 365 days:

- Traffic to www.visitbend.com was up 28.8% YOY
- Unique visitors up 27.11% YOY
- Blog traffic is up 83.9% YOY, with nearly 129,000 pageviews. The blog now accounts for nearly 10% of overall traffic to visitbend.com
- Pageviews are also up nearly 15% year over year, nearing the 3.5 million mark.
- Visitors are staying on the website for eight seconds longer this year on average than last year, and they're visiting more pages per visit this year.

Most Visited Pages

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

BEND ALE TRAIL

- Nearly 20,000 People have completed the Bend Ale Trail to date.
- A new Bend Ale Trail Atlas was launched on Friday, June 5th.
- Since the launch of the new Bend Ale Trail App, more than 5,250 people have downloaded the app on their iOS and Android devices. Nearly three times as many people use iOS devices than Android. The app has an average rating of 4.56 out of 5, and has been receiving great feedback in the visitor center.
- The Drinkable Detours continues to increase in popularity; nearly 400 people responded that they visited a Drinkable Diversions establishment during their time on the Bend Ale Trail.

SOCIAL MEDIA

- **Facebook: Visit Bend** - 148,057 (up 13,321 from June 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 126.4% year over year.
- **Facebook: Bend Ale Trail** 4,314 likes (up 319 from Apr. board meeting).
- **YouTube Video Views:** 361,589 views (up 45,583).
- **Vimeo Views:** 6,410 views (account created Nov. 4th, 2014).
- **Twitter:**
 - @VisitBendOR 9,167 followers (up 497)
 - @BendAleTrail 2,436 followers (up 208)
- **Instagram:** @visitbend 10,543 followers (up 3,387)
- Visit Bend continues to utilize other platforms, including Pinterest and Google+ in a strategic manner to focus on SEO performance and increasing blog traffic.

PRODUCTION

- The new Visitor Guide dropped in early August. The new guide is larger in size, and has a winter-specific and summer-specific cover, similar to last year.
- The new Bend Ale Trail TV spot, Lager Town, is nearly complete and will begin airing shortly.
- 15 second versions of "Winter We Are Happy Now," and "Winter Anti-Corona" are being created to play to more pre-roll audiences this year.
- We will have two new radio spots airing this year, location specific, titled "How to Make a Living" and "How Great Could it Be?"
- A new Roundabout Art Route brochure should be delivered next week. This project will also be a key part of our shoulder season and winter campaigns. We are excited to share it with you.

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Public Relations Updates: September 15, 2015

Press coverage from recent months

- The August issue of the Alaska Airlines in-flight magazine had a terrific article on visiting Bend, with fabulous shout-outs for Sun Country Tours, Les Schwab Amphitheater, Bend Ale Trail, Mt. Bachelor, and more.
- *Links* magazine had an excellent write-up on Bend golf in the August issue.
- *Mountain* magazine had a great piece in June on trail running in Bend.
- *Paste* magazine featured Little Woody in their roundup of the top five summer beer fests on the West Coast.
- Active Junky included Bend in a piece on the top five mountain bike destinations worth the ride.
- *Men's Health* listed Smith Rock in their roundup of the 10 most extreme places to climb.
- Bend was included in a recent USA Today article featuring the top 10 places to "get boozy" on the West Coast. We're also in the running for a USA Today reader's poll on the best outdoor escapes.

Media pitches, upcoming coverage, and other PR initiatives

- Bend will be featured in an upcoming issue of Chevy New Roads magazine (which goes out to 6.5 million Chevrolet owners 3x per year).
- We hosted Kendall Jones (a freelancer who writes for *USA Today*, *Sip Northwest*, *Seattle magazine*, and many others) Sept. 8-11 for a beer-focused visit. Special thanks to Wall Street Suites for taking excellent care of him.
- Freelancer Dina Mishev is in Bend for a seven-week stay and we've been pumping her full of story ideas for multiple publications. Our favorite she's working on is a piece for the *Washington Post* on trying to learn to love beer by journeying to BeerTown USA. (We won her over with Freakcake and Swill!)
- We have a family-focused writer from Trekaroo coming November 13-15 to write about a fall adventure in Bend for families.
- A journalist from *Where to Retire* is coming in November.
- Boaz Frankel of the Pedal-Powered Talk Show is coming in December to profile Bend adventures.

(over)



Visit Bend Sales Update – 9.15.2015

Key Updates

1. USATF XC Nationals coming to Bend in February 7th 2016 & 2017 – 600 plus Athletes
2. USA Triathlon – Duathlon Nationals June, 25th 2016 & 2017 – 800 plus athletes
3. USA Hop Growers Convention – January 2017 – 500 attendees
4. Halloween Cross Crusade October 31 & November 1st. 1000 plus riders.
5. League of Oregon Cities (Riverhouse). September 24th – 26th. Downtown Dine Around.
6. Deschutes Brewery Cup Cyclocross Race – December 12 & 13th
7. Western Enlisted Association Winter Meeting coming to Bend January 2016 -100 people
8. Western State Hostage Negotiators Annual Meeting – April 24-27 2016 – 300 Attendees
9. Middle School State Basketball Tournament – First 2 weekends in March.
10. All about the Horses (Expo Center) – October 24th & 25th

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 Wrestling Northwest Regional – 700 athletes, March/April
4. USATF XC Events – 1,000 athletes, Fall/Winter
5. NAIA Women's Golf Nationals – May 2017 – 400 Athletes and Family
6. NAIA Wrestling Nationals – March 2017 & 2018 – 300 Athletes
7. American Cribbage Congress Grand Nationals – 600 participants, October 2020
8. Snowshoe Nationals – 300 Athletes, March 2017
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. American Endurance Riders Conference – February 2017 – 200 Attendees
13. NW Fish Cultures Annual Conference – December 2018 – 400 Attendees
14. American Tree Farm National Leadership Conference – Fall 2018
15. Biodiversity With Out Borders Conference – April 2018

Oregon Senior Games

1. New Dates: Thursday June 9th – Sunday June 12th.

Advertising Sales & 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.