

VISIT BEND

A G E N D A

Board of Directors Meeting

March 20, 2018 – 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. November minutes

- II. New Board Members (5 Minutes)
 - a. Paige Robinson – Bluebird Day Vacation Rentals
 - b. Noelle Fredland – Old Mill District

- III. Financial Report (5 minutes)
 - a. Scott Greenstone will brief the board on FY18 YTD finances.

- IV. Tourism Industry Briefing (5 minutes)
 - a. Kevney will brief the board on tourism industry news.
 - i. TRT
 - ii. Occupancy data
 1. STR & AirDNA
 - iii. HB 4120

- V. Business Plan Timeline (5 minutes)
 - a. Kevney will brief the board.

- VI. Marketing Update (15 Minutes)
 - a. Nate will brief the board on current marketing efforts, website updates, new creative, and other marketing related projects.
 - b. Kelli Carrow introduction

- VII. Public Relations and Social Media Update (5 minutes)
 - a. Tawna will update the board on PR and social media activity.

- VIII. Group Sales Updates (5 minutes)
 - a. Hank will brief the board on group sales activity.

- IX. Board Roundtable (10 minutes)

- X. Public Comment (10 minutes)

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Visit Bend Board of Directors Meeting Minutes January 16, 2018

Location: Bend Visitor Center

Present: Kevney Dugan, Valerie Warren, Nate Wyeth, Tawna Fenske, Hank Therien, Dave Nissen, Matt Williams, Alan Dietrich, Ben Perle, Michelle Mercer, Erick Trachsel, Lisa Sidor, Scott Greenstone

Via Conference Call: Brent McLean, John McLeod

Guests: Suzanne Roig, Noelle Fredland, Olivia Inman, Ashley Mitchell, Carolyn Eagan, Wendy Puller, Ann Cook, Eric Rock

Call to Order

Kevney Dugan called the meeting to order at 8:01 a.m. Introduction of guests followed.

Meeting Minutes Approval

Dave Nissen moved to approve the minutes from the most recent board meeting. Alan Dietrich seconded. The minutes were unanimously approved.

Financial Report

Scott Greenstone stated that revenue year-to-date is running about 4% over budget. He said the most recent check from the City of Bend that reflects the TRT collections for November 2017 was under budget.

Sales and Marketing expenses are under budget due to timing differences.

Matt Williams moved to approve the financial report. Michelle Mercer seconded. The report was unanimously approved.

Tourism Industry Briefing

Kevney stated that year-over-year TRT is up 7.8% but appears to have slowed.

Kevney discussed the occupancy numbers provided by STR. Demand numbers are down but there is increased supply. The snow from late summer and lack of snow may be a factor.

Kevney also presented information from AirDNA, a company that reports on Airbnb activity and bookings. Growth appears to be strong and may indicate a market shift toward vacation rentals. Kevney also met with a vacation rental company owner to discuss Airbnb and industry trends. More details are available in the board packet.

Reserve Fund

Kevney discussed the Reserve Fund Proposal that was recently presented to BEDAB. The proposal was well received with a few minor edits. Going forward, the Reserve Fund will be part of the annual Business Plan presented in the spring to BEDAB and to the City Council. More information is available in the board packet.

Dave Nissen stated that BEDAB seemed very engaged in the process and proposal and the response was very positive.

Carolyn Eagan said that BEDAB will present the proposal to City Council tomorrow night. Kevney will be attending the session.

Operation of Board Meetings

Kevney asked whether he, as the Executive Director, should continue to run the Board Meetings, or if the Chair should take over. John McLeod said this is a common practice. It was decided that the Chair will take a larger role in the meetings.

Visit Bend is seeking new board members and will be accepting applications.

Public Relations and Social Media Update

Tawna Fenske presented some highlights from recent media coverage. These include: Marmot's newsletter, *Reader's Digest*, *The Seattle Times*, *Alaska Airlines Magazine*, and *Eugene Magazine*.

Tawna also presented recent Facebook highlights. She said that video has been doing well.

Marketing Update

Nate Wyeth said that the winter campaign is in full swing. Website traffic looks strong. The top-performing partners are Pandora and Bidtellect. The winter family message continues to resonate well.

Bend Ale Trail Month was successful. Some highlights from survey data collected are included in the board packet. 550 people completed the Bend Ale Trail during November.

The Trip Advisor partnership was just renewed.

The new website is in development and is currently targeted for a March launch.

Group Sales Updates

Hank Therien that he is confident that the USA Climbing Bouldering Nationals will be coming to Bend. Fly Fishing Nationals is also in the works.

The Bend Women's March Cotopaxi Questival Event will happen the third weekend of March. Themed challenges are in development.

The Single Speed World Championship Mountain Bike Race is being planned for October.

The Cascade Cycling Classic will happen in June.

Board Roundtable

John McLeod said the Mt. Bachelor is down slightly from last year but business is still strong.

Dave Nissen stated that business has been strong and they recently held a snow camping tour. Wanderlust is also working on an Art in Nature program in partnership with the Tower Theatre.

Michelle Mercer recently attended her first meeting as the Visit Bend Board representative on the BCTF Commission.

This Ben Perle's last meeting and he said thank you to the organization.

Alan Dietrich said that Crater Lake Spirits has seen a year-over-year business increase.

Erick Trachsel stated they had a recent owner meeting and are working on an on-site spa at the Riverhouse. They are planning some additional units near the convention center.

Public Comment

Ashley Mitchell said that the Fairfield Inn is undergoing renovations that should be complete by May.

Olivia Inman said that business and occupancy are good.

Suzanne Roig of *The Bulletin* introduced herself. She has relocated from Hawaii where she also covered tourism.

Noelle Fredland stated that the Les Schwab Amphitheater will be hosting Dave Matthews again. They are seeking new talent for the summer lineup.

Eric Rock said that the DoubleTree is replacing carpet.

Ann Cook said that the Eastern Pennsylvania Ski Council is coming on a FAM trip next month. The group will be coming next year.

The meeting was adjourned at 9:19 a.m.

Notes by: Valerie Warren
January 16, 2018

Visit Bend

Financial Performance Analysis

For the period ended February 28, 2018

1) Operating Analysis

a) Revenue:	Feb18 Revenue was over budget by +\$6.1K (-25.0%) overall. This variance consisted of a City Funding - Current Year underage of -\$2.7K (-1.9%) and a Retail Sales underage of -\$0.7K (-12.5%), offset by an Advertising overage of +\$4.6K (+49.0%) and an Event Revenue overage of +\$5K (+100%). Year to Date FY 2018 Revenue was over budget by +\$24.1K (+1.0%) overall. This variance consisted of a City Funding - Current Year underage of -\$0.8K (-0.0%) and a Retail Sales underage of -\$9.9K (-8.2%), offset by an Advertising overage of +\$28.7K (+41.7%) and an Event Revenue overage of \$6.2K (+100%).
b) Personnel Expenses:	Feb18 Personnel Expenses were under budget by -\$4.5K (-9.5%). Year to Date FY 2018 Personnel Expenses were under budget by -\$6.0K (-1.6%).
c) Sales & Marketing Expenses:	Feb18 Sales & Marketing expenses were over budget by +\$118.1K (+57.3%), primarily due to timing differences between budgeted actual expenses in several categories. These variances are expected to true up by year end. Year to Date FY 2018 Sales & Marketing expenses were under budget by -\$235.4K (-12.5%), primarily due to timing differences between budgeted and actual expenses. These variances are expected to true up by year end.
d) Overhead Expenses:	Feb18 Overhead expenses were under budget by -\$14.3K (-24.5%) overall, due to various variances. Year to Date FY 2018 Overhead expenses were under budget by -\$7.3K (-4.9%) overall, due to various small variances.
e) Surplus (Deficit):	Feb18 Deficit of -\$213.6K (-128.2%) was under budgeted Deficit of -\$110.4K (-68.7%) by -\$103.3K (-59.5% profitability points) primarily due to over budget Sales & Marketing expenses. Year to Date FY 2018 Surplus of \$165.4K (+7.1%) was over budgeted Deficit of -\$107.5K (-4.7%) by +\$272.9K (+11.8% profitability points) primarily due to under budget Sales & Marketing expenses.

2) Cash Flow & Balance Sheet Analysis

a) Cash Flow Summary:	In Feb18, Cash decreased by -\$186.8K to a month-end balance of \$484.6K. Year to Date FY 2018 Cash increased by +\$62.9K to a period end balance of \$484.6K.
b) Balance Sheet:	The Balance Sheet remained healthy as of Feb18, in terms of both "liquidity" (Current Ratio of 3.1) 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 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 February 28, 2018

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	142,669	145,386	(2,717)	(1.9%)	2,108,880	2,109,695	(815)	(0.0%)
City Funding - Prior Years	-	-	-	0.0%	-	-	-	0.0%
Retail Sales	5,140	5,874	(734)	(12.5%)	111,349	121,294	(9,945)	(8.2%)
Advertising	13,838	9,287	4,551	49.0%	97,490	68,796	28,694	41.7%
Event Revenue	5,000	-	5,000	100.0%	6,168	-	6,168	100.0%
Other Revenue	-	-	-	0.0%	-	-	-	0.0%
Total	166,647	160,547	6,099	3.8%	2,323,886	2,299,784	24,102	1.0%
Personnel Expenses								
Base Pay	34,326	39,357	(5,032)	(12.8%)	296,313	309,338	(13,025)	(4.2%)
Overtime	-	60	(60)	(100.0%)	-	480	(480)	(100.0%)
Incentive Pay	-	-	-	0.0%	8,446	6,500	1,946	29.9%
Payroll Taxes	2,624	2,854	(230)	(8.1%)	23,510	22,901	608	2.7%
Employee Benefits	5,793	4,935	859	17.4%	44,435	39,479	4,956	12.6%
Total	42,743	47,206	(4,463)	(9.5%)	372,705	378,698	(5,994)	(1.6%)
Sales & Marketing Expenses								
Cultural Tourism Fund	11,400	11,554	(154)	(1.3%)	163,766	156,823	6,943	4.4%
Visitor Development Fund	10,800	4,500	6,300	140.0%	113,543	95,000	18,543	19.5%
Online Mktg	75,502	44,983	30,519	67.8%	341,865	305,198	36,667	12.0%
Photo	630	1,200	(570)	(47.5%)	11,450	12,400	(950)	(7.7%)
Print	145	19,750	(19,605)	(99.3%)	57,326	121,250	(63,924)	(52.7%)
Production	6,221	15,250	(9,029)	(59.2%)	75,627	163,000	(87,373)	(53.6%)
Radio	102,262	34,500	67,762	196.4%	204,827	207,500	(2,673)	(1.3%)
Trade Shows	-	-	-	0.0%	195	979	(784)	(80.1%)
TV	84,090	51,750	32,340	62.5%	257,770	288,750	(30,980)	(10.7%)
Collateral	3,420	7,000	(3,580)	(51.1%)	82,055	56,000	26,055	46.5%
Postage	1,077	3,500	(2,423)	(69.2%)	12,363	28,000	(15,637)	(55.8%)
Public Relations	142	350	(208)	(59.5%)	1,645	14,950	(13,305)	(89.0%)
Promotions	5,140	7,000	(1,860)	(26.6%)	87,105	116,000	(28,895)	(24.9%)
Research	392	-	392	0.0%	32,852	32,500	352	1.1%
Web. Dev.	16,902	2,800	14,102	503.6%	52,016	85,350	(33,334)	(39.1%)
Travel & Meals	503	1,500	(997)	(66.5%)	13,199	19,500	(6,301)	(32.3%)
Retail Purchasing	5,676	551	5,125	929.7%	109,434	117,364	(7,930)	(6.8%)
Total	324,317	206,188	118,129	57.3%	1,642,132	1,877,565	(235,433)	(12.5%)
Overhead Expenses								
Building Lease	4,500	4,599	(99)	(2.2%)	35,850	36,639	(789)	(2.2%)
Building Maintenance	897	1,125	(228)	(20.3%)	7,189	9,050	(1,861)	(20.6%)
Equipment Lease & Maint.	363	385	(22)	(5.7%)	2,349	3,535	(1,186)	(33.6%)
Professional Fees	4,050	4,000	50	1.3%	40,811	38,000	2,811	7.4%
Office Supplies	908	1,500	(592)	(39.5%)	4,731	12,000	(7,269)	(60.6%)
Utilities	856	1,042	(185)	(17.8%)	9,250	8,333	916	11.0%
Bank Fees	232	417	(185)	(44.4%)	3,633	3,333	300	9.0%
Dues & Subscriptions	-	1,810	(1,810)	(100.0%)	18,465	19,030	(565)	(3.0%)
Insurance	158	575	(417)	(72.5%)	6,546	4,600	1,946	42.3%
Licenses & Permits	-	183	(183)	(100.0%)	1,064	1,467	(403)	(27.5%)
Education & Training	-	100	(100)	(100.0%)	205	800	(595)	(74.4%)
Network & Telco	458	1,000	(542)	(54.2%)	7,155	8,000	(845)	(10.6%)
Non-Capital IT	-	-	-	0.0%	-	-	-	0.0%
Depreciation & Amort.	800	800	-	0.0%	6,400	6,400	-	0.0%
Interest Expense	(5)	(17)	12	(69.7%)	(44)	(133)	90	(67.1%)
Total	13,228	17,519	(4,291)	(24.5%)	143,669	151,054	(7,385)	(4.9%)
Total Expenses	380,289	270,914	109,375	40.4%	2,158,505	2,407,317	(248,811)	(10.3%)
Surplus (Deficit)	(213,642)	(110,366)	(103,275)	93.6%	165,381	(107,533)	272,914	(253.8%)
Surplus (Deficit) %	(128.2%)	(68.7%)	-59.5%		7.1%	(4.7%)	11.8%	

No assurance is provided

ROOM TAX COLLECTIONS

DESCHUTES COUNTY - TRT COLLECTION

	FY0809	CHANGE	FY0910	CHANGE	FY1011	CHANGE	FY1112	CHANGE	FY1213	CHANGE	FY1314	CHANGE	FY1415	CHANGE	FY1516	CHANGE	FY1617	CHANGE	FY1718	CHANGE
JUL	\$ 765,977	4.7%	\$ 625,711	-18.3%	\$ 676,977	8.0%	\$ 762,447	12.8%	\$ 818,812	7.4%	\$ 915,363	11.8%	\$ 1,188,765	29.9%	\$ 1,271,350	6.9%	\$ 1,430,995	12.6%	\$ 1,514,978	5.9%
AUG	\$ 720,864	-7.1%	\$ 672,941	-6.7%	\$ 674,385	0.3%	\$ 640,605	-5.0%	\$ 738,633	14.9%	\$ 806,575	9.2%	\$ 1,115,119	23.0%	\$ 1,169,306	4.9%	\$ 1,216,868	4.1%	\$ 1,468,425	20.7%
SEP	\$ 270,059	-9.5%	\$ 291,042	7.8%	\$ 313,722	8.3%	\$ 313,722	-0.4%	\$ 327,777	4.5%	\$ 403,810	23.2%	\$ 470,477	16.8%	\$ 614,663	29.4%	\$ 574,496	-6.5%	\$ 529,022	-7.9%
OCT	\$ 155,739	6.3%	\$ 137,059	-12.0%	\$ 110,719	-19.2%	\$ 129,320	16.8%	\$ 126,948	-1.8%	\$ 139,234	9.7%	\$ 175,403	26.0%	\$ 240,295	37.0%	\$ 282,936	17.7%	\$ 394,256	39.3%
NOV	\$ 117,513	8.4%	\$ 103,767	-11.7%	\$ 112,113	8.0%	\$ 121,784	-9.2%	\$ 105,795	-9.2%	\$ 131,451	24.3%	\$ 195,905	49.0%	\$ 213,017	8.7%	\$ 228,833	7.4%	\$ 266,930	16.6%
DEC	\$ 219,848	-18.6%	\$ 188,621	-14.2%	\$ 199,866	6.0%	\$ 221,146	10.6%	\$ 252,250	14.1%	\$ 319,538	26.7%	\$ 360,655	12.9%	\$ 396,621	10.0%	\$ 453,353	14.3%	\$ 421,618	-7.0%
JAN	\$ 145,233	-17.0%	\$ 116,337	-18.6%	\$ 153,670	29.9%	\$ 125,545	-16.3%	\$ 180,986	43.8%	\$ 180,382	-0.1%	\$ 230,003	27.5%	\$ 278,939	21.3%	\$ 272,384	-2.3%	\$ 272,384	-0.0%
FEB	\$ 105,982	-32.4%	\$ 121,654	14.8%	\$ 119,788	-1.5%	\$ 143,076	19.4%	\$ 154,062	7.7%	\$ 155,023	0.6%	\$ 169,704	22.4%	\$ 255,899	34.9%	\$ 259,411	1.4%	\$ 259,411	-0.0%
MAR	\$ 131,707	-22.7%	\$ 147,374	11.9%	\$ 148,310	0.7%	\$ 151,221	2.0%	\$ 194,809	28.8%	\$ 224,459	15.2%	\$ 276,134	23.0%	\$ 302,367	9.5%	\$ 354,899	17.4%	\$ 354,899	-0.0%
APR	\$ 84,134	-29.8%	\$ 90,000	7.0%	\$ 105,941	17.7%	\$ 121,015	14.2%	\$ 130,428	7.8%	\$ 181,695	39.3%	\$ 189,582	4.3%	\$ 216,213	14.0%	\$ 236,091	9.2%	\$ 236,091	-0.0%
MAY	\$ 162,566	-13.5%	\$ 143,816	-11.5%	\$ 190,961	32.8%	\$ 202,628	6.1%	\$ 219,254	8.2%	\$ 255,725	18.0%	\$ 292,303	13.0%	\$ 351,123	21.1%	\$ 390,661	10.3%	\$ 390,661	-0.0%
JUN	\$ 319,914	-18.0%	\$ 332,197	3.8%	\$ 345,103	3.9%	\$ 445,126	29.0%	\$ 449,607	1.0%	\$ 462,519	2.9%	\$ 625,431	35.2%	\$ 755,305	20.8%	\$ 683,013	-9.6%	\$ 683,013	-0.0%
FYTD	\$ 2,250,000	-3.7%	\$ 2,018,541	-10.3%	\$ 2,088,200	3.5%	\$ 2,169,024	3.9%	\$ 2,367,215	9.1%	\$ 2,815,971	19.0%	\$ 3,466,324	23.1%	\$ 3,905,252	12.7%	\$ 4,187,481	7.2%	\$ 4,595,229	9.7%
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	15.2%	\$ 6,383,950	5.2%	\$ 4,595,229	-28.0%

CITY OF BEND - TRT COLLECTION

	FY0809	CHANGE	FY0910	CHANGE	FY1011	CHANGE	FY1112	CHANGE	FY1213	CHANGE	FY1314	CHANGE	FY1415	CHANGE	FY1516	CHANGE	FY1617	CHANGE	FY1718	CHANGE
JUL	\$ 449,316	-10.1%	\$ 433,489	-3.5%	\$ 489,662	13.0%	\$ 544,668	11.2%	\$ 543,438	-0.2%	\$ 566,376	7.9%	\$ 881,867	50.4%	\$ 1,167,521	32.4%	\$ 1,253,078	7.3%	\$ 1,415,313	12.9%
AUG	\$ 436,866	-9.7%	\$ 384,731	-11.9%	\$ 444,130	15.4%	\$ 480,388	8.2%	\$ 534,186	11.2%	\$ 610,702	14.9%	\$ 870,733	42.6%	\$ 1,021,591	17.3%	\$ 1,109,525	8.6%	\$ 1,347,366	21.4%
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%	\$ 569,927	22.4%	\$ 739,451	30.7%	\$ 839,649	13.6%	\$ 820,596	-2.3%
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%	\$ 664,833	25.4%	\$ 650,717	-2.1%
NOV	\$ 152,624	-16.5%	\$ 144,153	-5.6%	\$ 152,274	5.6%	\$ 166,215	9.2%	\$ 178,489	7.4%	\$ 215,766	20.9%	\$ 295,095	36.8%	\$ 357,600	21.2%	\$ 458,649	28.3%	\$ 426,219	-7.1%
DEC	\$ 151,022	-26.9%	\$ 185,489	22.8%	\$ 218,038	17.5%	\$ 205,601	-5.7%	\$ 228,195	11.0%	\$ 288,908	26.6%	\$ 380,893	31.8%	\$ 434,108	14.0%	\$ 541,672	24.8%	\$ 505,988	-6.6%
JAN	\$ 142,493	-16.1%	\$ 143,102	0.4%	\$ 181,006	27.1%	\$ 158,458	-12.7%	\$ 183,934	16.1%	\$ 228,564	24.3%	\$ 328,996	43.9%	\$ 399,620	21.5%	\$ 467,358	17.0%	\$ 473,700	-1.4%
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%	\$ 475,558	11.0%	\$ 473,700	-0.4%
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%	\$ 686,690	26.6%	\$ 686,690	-0.0%
APR	\$ 179,874	-21.9%	\$ 201,723	12.1%	\$ 215,623	6.9%	\$ 233,926	8.5%	\$ 273,645	17.0%	\$ 329,826	20.5%	\$ 474,418	43.8%	\$ 571,271	20.4%	\$ 655,713	11.3%	\$ 655,713	-0.0%
MAY	\$ 239,538	-16.0%	\$ 256,714	7.1%	\$ 290,647	13.2%	\$ 304,572	4.8%	\$ 355,299	17.7%	\$ 431,931	20.6%	\$ 587,528	36.0%	\$ 614,768	4.6%	\$ 786,845	24.7%	\$ 786,845	-0.0%
JUN	\$ 294,814	-13.0%	\$ 337,885	14.6%	\$ 348,207	3.1%	\$ 405,876	16.6%	\$ 448,842	10.1%	\$ 601,113	34.5%	\$ 794,235	32.1%	\$ 887,415	11.7%	\$ 1,021,403	15.1%	\$ 1,021,403	-0.0%
\$ -	\$ 1,896,279	-11.2%	\$ 1,800,254	-5.1%	\$ 2,037,061	13.2%	\$ 2,162,984	6.2%	\$ 2,344,194	8.4%	\$ 2,738,117	16.8%	\$ 3,764,280	37.5%	\$ 4,650,169	23.5%	\$ 5,334,790	14.7%	\$ 5,639,878	5.7%
FY END	\$ 2,838,041	-14.3%	\$ 2,860,098	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%	\$ 8,920,998	15.9%	\$ 5,639,878	-36.8%

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

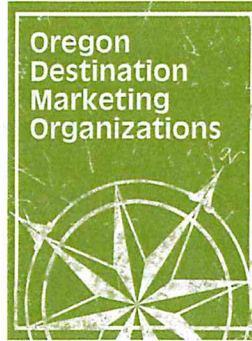
4% TRT rate increase implemented in June 2015 in City of Bend (10% to 10.4%)

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

Indicates Historical High For That Specific Month

AirDNA Data

Occupancy (%)		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15				42.9%	36.0%	40.9%	32.5%	38.1%	43.2%	44.2%	41.7%	55.6%	41.8%
2016	2015/16	73.7%	64.0%	43.5%	40.3%	34.7%	44.2%	36.5%	43.3%	48.9%	47.7%	42.5%	60.2%	47.3%
2017	2016/17	71.8%	67.5%	59.9%	50.3%	41.7%	50.9%	39.9%	46.8%	49.8%	47.9%	45.5%	62.4%	53.0%
2018	2017/18	74.4%	64.9%	55.6%	50.7%	43.7%	47.7%	43.5%	47.9%	-100.0%	-100.0%	-100.0%	-100.0%	54.4%
	2018	3.6%	-3.9%	-7.2%	0.8%	4.8%	-6.3%	9.0%	2.4%	-100.0%	-100.0%	-100.0%	-100.0%	
ADR (\$)		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15				\$138.59	\$139.06	\$148.19	\$141.56	\$137.53	\$143.59	\$138.50	\$152.82	\$159.44	\$144.36
2016	2015/16	\$169.46	\$171.05	\$163.49	\$153.64	\$184.36	\$207.60	\$188.56	\$192.85	\$197.67	\$182.43	\$202.85	\$212.72	\$185.56
2017	2016/17	\$223.09	\$220.57	\$215.48	\$186.31	\$192.27	\$234.37	\$203.49	\$201.28	\$199.69	\$200.06	\$205.32	\$224.13	\$208.84
2018	2017/18	\$248.40	\$280.04	\$230.68	\$192.33	\$209.69	\$227.14	\$191.09	\$190.23	-100.0%	-100.0%	-100.0%	-100.0%	\$221.20
	2018	11.3%	27.0%	7.1%	3.2%	9.1%	-3.1%	-6.1%	-5.5%	-100.0%	-100.0%	-100.0%	-100.0%	
RevPAR (\$)		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15				\$59.45	\$60.10	\$60.61	\$45.95	\$52.39	\$62.10	\$61.21	\$63.78	\$88.57	\$60.46
2016	2015/16	\$124.92	\$109.50	\$71.18	\$61.95	\$63.88	\$91.80	\$68.85	\$83.43	\$96.75	\$86.97	\$86.31	\$127.99	\$89.46
2017	2016/17	\$160.08	\$148.95	\$129.07	\$93.67	\$80.13	\$119.40	\$81.27	\$94.13	\$99.44	\$95.77	\$93.45	\$139.76	\$111.26
2018	2017/18	\$184.81	\$181.79	\$128.25	\$97.44	\$91.54	\$108.41	\$83.16	\$91.03	-100.0%	-100.0%	-100.0%	-100.0%	\$120.80
	2018	15.4%	22.0%	-0.6%	4.0%	14.2%	-9.2%	2.3%	-3.3%	-100.0%	-100.0%	-100.0%	-100.0%	
Supply - Listing Nights		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15				2,422	2,498	2,924	2,896	2,344	2,872	2,421	3,024	2,945	24,346
2016	2015/16	3,196	3,618	3,452	3,834	5,036	6,149	6,628	6,262	6,505	6,104	8,036	7,745	66,565
2017	2016/17	8,271	8,284	8,177	7,401	7,664	9,318	8,711	7,416	9,209	9,077	11,109	11,586	106,223
2018	2017/18	14,059	17,549	14,105	12,222	11,756	15,251	12,167	11,506	-100.0%	-100.0%	-100.0%	-100.0%	108,615
Booked - Listing Nights		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15				1,039	900	1,196	940	893	1,242	1,070	1,262	1,636	10,178
2016	2015/16	2,356	2,316	1,503	1,546	1,745	2,719	2,420	2,709	3,184	2,910	3,419	4,660	31,487
2017	2016/17	5,935	5,594	4,898	3,721	3,194	4,747	3,479	3,468	4,586	4,345	5,060	7,225	56,252
2018	2017/18	10,460	11,392	7,842	6,192	5,132	7,279	5,295	5,506	-100.0%	-100.0%	-100.0%	-100.0%	59,098
Revenue (\$)		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15				\$143,995	\$125,154	\$177,235	\$133,066	\$122,814	\$178,339	\$148,195	\$192,859	\$260,844	\$1,482,501.40
2016	2015/16	\$399,248	\$396,152	\$245,725	\$237,527	\$321,708	\$564,464	\$456,315	\$522,431	\$629,381	\$530,871	\$693,544	\$991,275	\$5,988,642.85
2017	2016/17	\$1,324,039	\$1,233,869	\$1,055,421	\$693,260	\$614,110	\$1,112,554	\$707,942	\$698,039	\$915,778	\$869,261	\$1,038,919	\$1,619,339	\$11,882,531.29
2018	2017/18	\$2,598,264	\$3,190,216	\$1,808,993	\$1,190,907	\$1,076,129	\$1,653,352	\$1,011,822	\$1,047,406	\$0	\$0	\$0	\$0	\$13,577,088.67



STATEMENT IN SUPPORT OF – HB 4120-A

The Oregon Destination Marketing Organizations (ODMO) supports HB 4120-A which would strengthen the transient lodging tax statute to require transient lodging intermediaries to collect and remit transient lodging taxes to the state and local jurisdictions. ODMO is a non-profit organization representing destination marketing organizations, convention and visitor bureaus and chambers of commerce responsible for marketing specific geographic areas as visitor destinations.

HB 4120-A would:

1. Expand the definition of “transient lodging intermediary” to include a person that collects consideration for occupancy of transient lodging and a person that receives fee or commission and requires a transient lodging provider to use a specified third-party entity to collect consideration for occupancy of transient lodging.
2. Provide that each and every owner of transient lodging may be held jointly and severally liable for the state transient lodging tax.

Since the Tourism Investment Program (HB 2267) was adopted in 2003 establishing the statutory framework for the transient lodging tax program, third-party transient lodging intermediaries have played an increasingly significant role in the market. In many cases, tax jurisdictions have been unable to collect the transit lodging taxes from these intermediaries which has diminished the resources available for the Tourism Investment Program. The need to statutorily clarify that transient lodging intermediaries are responsible for collecting and remitting the transient lodging taxes was highlighted by the 2016 HB 4146 Work Group and resulted in the introduction of HB 2049 in the 2017 session. Destination marketing organizations, including ODMO, and local jurisdictions across the state support HB 4120 which would help close this loophole.

It should be noted that since the Tourism Investment Program was adopted, visitor spending in Oregon went from \$6.5 billion in 2003 to \$11.3 billion on 2016. Last year, Oregon destinations hosted 28.4 million overnight visitors with hotel room revenue throughout the state increasing by 8%. And, the number of direct travel industry jobs rose to 109,500. The travel industry is one of the top three export-oriented industries in rural Oregon counties.

HB 4120-A will ensure equity in the transient lodging tax system as all transient lodging transactions will be subject to the tax and local jurisdictions will have the authority to require both transient lodging owners and their intermediaries to collect and remit the taxes. This will provide additional resources for the Tourism Investment Program which Oregon needs to remain competitive in the visitor industry. ODMO urges your passage of HB 4120-A to help support Oregon communities across the state by ensuring that we can maintain and enhance our market share in the tourism industry.

*Prepared by Bill Cross & Niki Terzieff, Government Affairs Advocate, ODMO
February 20, 2017*



MARKETING UPDATES: MAR 2018

WINTER AND SHOULDER SEASON ADVERTISING CAMPAIGN

- Visit Bend's Winter Campaign is winding down, with full wrap on March 23. As the campaign winds down, we continue to promote Bend Women's March and multiple spring-specific pieces on BidTellec, OPB, and on social. The following high-level numbers are representative of our campaign through February 28th.
 - Total TV Spots delivered by market:
 - PDX: 1,568
 - SFO/SAC: 2718
 - SEA: 910
 - Total (broadcast) Radio Spots delivered by market:
 - PDX: 1391
 - SFO/SAC: 51
 - SEA: 499
 - Total Digital Impressions
 - Comcast: 2,942,508 Impressions
 - Pandora: 23,513,774

BEND WOMEN'S MARCH

Bend Women's March, a month-long celebration of women through a series of cultural and outdoors event, is gaining traction in its first year. Modeling this campaign after 10th Month success has allowed us to reach the target demographic since the campaign began in early February.

- 22 OPB Live Reads have occurred
- 2,427 clicks delivered to BWM landing page via BidTellec Native
- Social (FB+IG): 308,912 Impressions, 173,903 reach, 5,068 actions taken on ads.

TRIPADVISOR DMO PARTNERSHIP

Visit Bend's TripAdvisor Partnership means that Bend related pages are seeing a growth in visitor-ship and an increase in content quality.

- Over the past 14 months, Bend-related pages, represented through Visit Bend's sponsorship, have seen 433,945 visits. Preliminary YOY numbers show this to be a 142% increase.
- Since Jan 1, 2018, TripAdvisor advertising has driven an additional 1,321 clicks to visitbend.com

VISIT BEND INFLUENCER PROGRAM

Visit Bend's influencer program has continued to hum along. Since January 1, Visit Bend gained 1,954 new organic followers. Visit Bend is hosting an influencer for March with two prominent women-focused Instagram profiles who will be here for the Outdoor Women's Fest weekend.

NEW CREATIVE + WEBSITE

Wintertime filming is now underway, but today we're excited to show you our new spring commercial, which will launch via our final Weekend Sherpa sponsored story to an audience up and down the West Coast.

The new website is beginning to gain functionality. Plugins and custom pieces continue to be developed, databases imported and content migrated. Demo time.

WEBSITE – Year over year traffic – past 365 days:

- Total visits: 1,390,168 // Total unique visits: 960,416 // Pageviews: 3,078,034
- Geo: PDX (26.76%), BND (17.27%), SEA (14.84%), SFO (6.62%)

BEND ALE TRAIL

To date, over 33,800 people have completed the Bend Ale Trail. A new atlas has been printed, adding Monkless Brewing in place of Craft Kitchen while they undergo construction on their new location.

SOCIAL MEDIA SINCE – PAST SIX MONTHS

- **Facebook:** 10,867,133 impressions, 218,707 post engagements, 24,187 link clicks to visitbend.com.
- **Instagram:** 42,287 followers, 132,831 engagements.

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Public Relations Updates: March 20, 2018

Press coverage from recent months

- *USA Today* included Bend in their roundup of “10 of the most scenic ski resorts in the world” (which was penned by Nancy Bouchard, a journalist we’ve worked with regularly in recent years): <http://bit.ly/2Gs9UFv>
- We scored another *USA Today* “10 best” mention in a piece on ski resorts with the best nightlife: <http://bit.ly/2pjusHU>
- SnowBrains ranked Bend among the top 5 ski towns in North America: <http://bit.ly/2tRTNyK>
- MSN.com included Bend in their roundup of 15 booming craft beer cities (specifically calling out the Bend Ale Trail): <http://bit.ly/2pgCzFn>
- *Triathlete* magazine featured Bend in their article featuring their 4 favorite vacation spots for triathletes: <http://bit.ly/2FKanSc>
- *Outside* magazine did a cool piece titled “7 trips you can take with pro athletes” (featuring running with Bend’s Lauren Fleshman): <http://bit.ly/2IsFwLZ>
- *Imbibe* magazine mentioned Bend in their piece on America’s après ski drinking boom: <http://imbibemagazine.com/apres-ski/>
- Canada-based *TravelAge West* wrote about 5 must-drink spots on the Bend Ale Trail (10 Barrel, Boneyard, GoodLife, Crux, McMenamins): <http://bit.ly/2pgDISQ>
- Livability.com included Bend in their roundup of the best mountain towns for people who don’t ski: <http://bit.ly/2DvR8db>
- Bend’s new Riley Ranch Reserve park was featured in the February issue of Alaska Airlines’ in-flight magazine.

Upcoming coverage and other PR initiatives

- April 18-12 we’re teaming up again with COVA and Mt. Bachelor to host a group of journalists visiting for a spring skiing/rafting FAM trip.
- Food and wine journalist Mary Cressler (who freelances for AM Northwest in Portland and is working on a cookbook about recipes inspired by the Pacific NW) is coming in late-March to spend a week researching Bend content.

(over)

What's happening on Facebook

- As always, sunrises and sunsets remain among our most popular posts.
 - Facebook made significant algorithm tweaks at the start of the year to improve content by penalizing engagement bait (i.e. “click this if you think blue-eyed people are awesome!”) At the same time, engagement is the name of the game if you want your posts to appear in viewers’ feeds. Here are some strategies we’re using to spur genuine engagement in fun, creative ways while still promoting the best of Bend:
 - Predictive text posts (overlay copy on scenic Bend images)
 - “Share your photos with us” posts
 - Hypothetical questions (“would you...”)
 - Name games
- Our strategy involves sparing use of these tools to help boost engagement.
- Live video is one of our most popular tools we’re employing right now, especially when it’s snowing.
 - Using Facebook to generate traffic to other platforms (blog, Instagram, website) is another strategy we use regularly with strong results.
 - And again, stunning, professional, scenic images remain the cornerstone of our Facebook strategy.



Visit Bend Sales Update – 3.20.2018

Key Updates

1. 2019 & 2020 USA Climbing Bouldering National Championships – 1,000 athletes over the first 2 weekends in February. Climbing to be an Olympic sport in 2020 helping visibility.
2. Cotopaxi Questival – March 23-24, 2018, 340+ participants
3. Fly Fishing National Championships – May 31-June 3
4. Cascade Cycling Classic update - May 31-June 3. New Gran Fondo element.
5. 2018 Single Speed World Championship, mid-late October. 1,500 participants

Key Groups/Events we are actively pursuing

1. USA Track & Field Club Cross-Country Nationals – December 2020, 1,300 athletes
2. USA Ultimate Club Sectional Championships – September 2018, 350 athletes + fans
3. ATRA US Trail Running Conference – September 2019, 250 trail runners/promoters
4. World of Wrestling Western Worlds – May or November 2018, 3,000 athletes
5. International Snow Science Workshop – October, 2022, 900+ attendees,
6. USA Weightlifting American Open Series – September or December 2019, 900+ athletes,
7. USA Cycling Cyclocross National Championships – December 2022, 1,200 athletes
8. Oregon Athletic Directors Association Annual Conference – April 2019, 300+ ADs
9. NAIA Men's Golf Nationals – May 2020 & 2021 – 550 athletes and family
10. NAIA Women's Golf Nationals – May 2020 & 2021 – 400 athletes and family
11. NAIA Cross-Country National Championships – Nov. 2020 & 2021 - 640 runners
12. NAIA Wrestling Nationals – March 2020 & 2021 – 300 Athletes
13. NAIA Men's Division II Basketball Championships – March 2020 & 2021, 700 athletes
14. National Bicycle Tourism Conference – November 2022, 250+ bicycle tour operators
15. USA Ultimate Club Regional Championships – September 2019, 900+ athletes & fans
16. American Academy of Advertising Annual Conference – Spring 2021, 200+ attendees
17. American Cribbage Congress Grand Nationals – October 2020, 600 participants
18. USA BMX Fall Grand Nationals – October 2018, 1,000 Athletes