



VISIT BEND

A G E N D A

Board of Directors Meeting

May 15, 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. March minutes

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

- III. Tourism Industry Briefing (5 minutes)
 - a. Kevney will brief the board on tourism industry news.
 - i. TRT
 - ii. Occupancy data
 - 1. STR & AirDNA
 - iii. ORLA/City Lawsuit

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

- V. Marketing Update (15 Minutes)
 - a. Nate will brief the board on the new website.
 - b. New summer commercial.

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

- VIII. Board Roundtable (10 minutes)

- IX. Public Comment (10 minutes)

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Visit Bend Board of Directors Meeting Minutes March 20, 2018

Location: Bend Visitor Center

Present: Kevney Dugan, Valerie Warren, Nate Wyeth, Tawna Fenske, Hank Therien, Kelli Carrow, Dave Nissen, Matt Williams, Alan Dietrich, Michelle Mercer, John McLeod, Erick Trachsel, Paige Robinson, Noelle Fredland, Lisa Sidor, Jason Lusk
Via Conference Call: Brent McLean

Guests: Wendy Puller, Olivia Evers, Suzanne Roig, Ann Cook

Call to Order

Chair Dave Nissen called the meeting to order at 8:01 a.m. Introduction of guests followed.

Meeting Minutes Approval

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

New Board Members

Dave Nissen welcomed Paige Robinson of Bluebird Day Vacation Rentals and Noelle Fredland of the Old Mill District. Both Paige and Noelle introduced themselves briefly. John McLeod moved to approve the two new board members. Michelle Mercer seconded. The new board members were unanimously approved.

Financial Report

Kevney Dugan gave an overview of the financial statements as Scott Greenstone was ill and unable to attend the meeting.

Revenue is tracking close to budget as are personnel expenses. Marketing expenses are over budget due to timing differences.

Kevney also stated that additional funds the City of Bend said would be available and were included in the original business plan and budget, are not available, so expense variations will be seen for the remainder of the fiscal year.

Kevney also covered highlights of room tax collections, STR data, and AirDNA data. More information is included in the board packet. Kevney noted that the payment the City of Bend received from Airbnb for January was much higher than past payments.

The STR data for February showed a higher occupancy than for January. AirDNA data showed that Airbnb occupancy was up for February.

Tourism Industry Briefing

Kevney covered HB 4120-A that recently passed during the legislative short session. This bill strengthens the transient lodging tax statute to require transient lodging intermediaries to collect and remit transient lodging taxes to state and local jurisdictions.

Business Plan Timeline

The timeline for the business plan is to present to the City of Bend on May 7th. Currently, the expected TRT growth will be 2%. The Visit Bend staff will be working on the budget during the early part of April. The budget should be available to the board on April 24th.

Marketing Update

Nate Wyeth introduced Kelli Carrow, Visit Bend's new Marketing Manager. She was previously working at Sunriver Resort.

Nate discussed the winter marketing campaign and information presented in the Marketing Updates document, which is included in the board packet. Promotions have included Bend Women's March, a month-long celebration of women through a series of cultural and outdoors events - which is in its first year.

Trip Advisor has been a successful partnership. The influencer program continues, and for the month of March will include Nicole Brown, who runs Women Who Hike. Website traffic shows almost 1.4 million visits during the past year. Visits from the Portland, Seattle, and San Francisco markets continue to grow. The Bend Ale Trail has new atlas that includes Monkless. Facebook's new algorithm has affected engagement across the platform.

Nate showed a mockup and live demo of the new website that will launch in the next few weeks.

Nate played the new spring commercial from the new season-specific campaign - Share Bend.

Public Relations and Social Media Update

Tawna Fenske discussed highlights from recent media coverage. More information is included in the board packet.

Tawna also covered some recent high-performing Facebook and Instagram posts.

Group Sales Updates

The Visit Bend Sales Update document is included in the board packet.

Board Roundtable

Alan Dietrich stated that business is good and he is looking forward to the new website.

John McLeod said the second half of winter has been much better for Mt. Bachelor and that March has been one of the best months ever. They have some fun events coming up.

Paige Robinson said that they had a very strong February and March - due to the snow. They are seeing solid bookings for summer. They have a new marketing director.

Erick Trachsel stated that March has been strong. They are starting on the on-site spa that is scheduled to open in September.

Noelle Fredland said there will be three new summer concerts announced soon.

Michelle Mercer said that the BCTF grant deadline has been extended to April 30th. OBRA has hired a new Executive Director from Bend.

Matt Williams said that January and February were down. Supply was up due to new properties and will increase again in the future. He is also interested in learning more about Airbnb's share of the market.

Dave Nissen stated that they have partnered with the High Desert Museum to create tours that showcase places included in the Spirit of the West exhibit. They will also be participating in the \$1 for Trails program. The summer kick-off event will be an eco-challenge program and will take place in May.

Public Comment

Lisa Sidor said that because of the launch of the new website, events are not being entered on the current website past May.

The meeting was adjourned at 9:23 a.m.

Visit Bend

Financial Performance Analysis

For the period ended April 30, 2018

1) Operating Analysis

a) Revenue:	Apr18 Revenue was over budget by +\$31.2K (+3.6%) overall. This variance consisted of a City Funding - Current Year overage of +\$6.1K (+3.1%) and a Retail Sales overage of +\$3.8K (+59.1%) and an Event Revenue overage of +\$25.0K (+100%), offset by an Advertising underage of -\$3.7K (-46.3%). Year to Date FY 2018 Revenue was over budget by +\$61.4K (+2.3%) overall. This variance consisted of a City Funding - Current Year overage of +\$4.3K (+0.2%), an Advertising overage of +\$25.4K (+30.0%) and an Event Revenue overage of \$33.7K (+100%), offset by a Retail Sales underage of -\$2.0K (-1.5%).
b) Personnel Expenses:	Apr18 Personnel Expenses were under budget by -\$2.5K (-5.2%). Year to Date FY 2018 Personnel Expenses were under budget by -\$7.2K (-1.5%).
c) Sales & Marketing Expenses:	Apr18 Sales & Marketing expenses were under budget by -\$99.7K (-46.5%), due to a combination of timing differences between budgeted actual expenses in several categories along with reduced spending in response to \$260K lower than budgeted City Funding from prior years. Year to Date FY 2018 Sales & Marketing expenses were under budget by -\$229.5K (-9.8%), due to a combination of timing differences between budgeted actual expenses in several categories along with reduced spending in response to \$260K lower than budgeted City Funding from prior years.
d) Overhead Expenses:	Apr18 Overhead expenses were under budget by -\$0.3K (-1.5%) overall, due to various variances. Year to Date FY 2018 Overhead expenses were under budget by -\$9.9K (-5.3%) overall, due to various small variances.
e) Surplus (Deficit):	Apr18 Surplus of \$65.3K (27.0%) was over budgeted Deficit of -\$68.4K (-32.4%) by +\$133.7K (+59.4% profitability points) primarily due to under budget Sales & Marketing expenses. Year to Date FY 2018 Deficit of -\$15.2K (-0.6%) was over budgeted Deficit of -\$323.1K (-12.1%) by +\$307.9K (+11.5% profitability points) primarily due to under budget Sales & Marketing expenses.

2) Cash Flow & Balance Sheet Analysis

a) Cash Flow Summary:	In Apr18, Cash increased by +\$34.3K to a month-end balance of \$276.3K. Year to Date FY 2018 Cash decreased by -\$145.4K to a period end balance of \$421.7K.
b) Balance Sheet:	The Balance Sheet remained healthy as of Apr18, in terms of both "liquidity" (Current Ratio of 2.2) and "leverage" (Debt to Equity Ratio of 0.8). 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 April 30, 2018

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	202,582	196,483	6,099	3.1%	2,464,687	2,460,364	4,323	0.2%
City Funding - Prior Years	-	-	-	0.0%	-	-	-	0.0%
Retail Sales	10,343	6,500	3,843	59.1%	132,256	134,294	(2,038)	(1.5%)
Advertising	4,295	8,000	(3,705)	(46.3%)	110,209	84,796	25,413	30.0%
Event Revenue	25,000	-	25,000	100.0%	33,668	-	33,668	100.0%
Total	242,220	210,983	31,236	14.8%	2,740,820	2,679,454	61,366	2.3%
Personnel Expenses								
Base Pay	39,296	39,521	(226)	(0.6%)	374,446	388,217	(13,771)	(3.5%)
Overtime	-	60	(60)	(100.0%)	-	600	(600)	(100.0%)
Incentive Pay	-	-	-	0.0%	8,446	6,500	1,946	29.9%
Payroll Taxes	3,301	2,866	436	15.2%	30,761	28,621	2,140	7.5%
Employee Benefits	2,312	4,935	(2,623)	(53.2%)	52,482	49,349	3,133	6.3%
Total	44,909	47,382	(2,473)	(5.2%)	466,135	473,287	(7,151)	(1.5%)
Sales & Marketing Expenses								
Cultural Tourism Fund	15,894	15,386	507	3.3%	191,852	184,423	7,429	4.0%
Visitor Development Fund	9,743	5,500	4,243	77.1%	128,286	120,000	8,286	6.9%
Online Mktg	37,445	46,067	(8,621)	(18.7%)	435,883	397,332	38,552	9.7%
Outdoor	-	-	-	0.0%	13,506	-	13,506	0.0%
Photo	260	1,200	(940)	(78.3%)	12,710	14,800	(2,090)	(14.1%)
Print	2,045	-	2,045	0.0%	60,924	137,750	(76,826)	(55.8%)
Production	2,380	5,250	(2,870)	(54.7%)	105,394	208,576	(103,182)	(49.5%)
Radio	-	34,500	(34,500)	(100.0%)	304,821	276,500	28,321	10.2%
Trade Shows	-	2,500	(2,500)	(100.0%)	195	3,479	(3,284)	(94.4%)
TV	1,367	51,750	(50,383)	(97.4%)	348,716	392,250	(43,534)	(11.1%)
Collateral	2,419	7,000	(4,581)	(65.4%)	90,476	70,000	20,476	29.3%
Brochure Distribution	-	-	-	0.0%	-	10,000	(10,000)	(100.0%)
Exhibit Prod.	-	-	-	0.0%	-	2,000	(2,000)	(100.0%)
Postage	946	3,500	(2,554)	(73.0%)	14,590	35,000	(20,410)	(58.3%)
Public Relations	12,299	350	11,949	3,414.1%	14,811	15,650	(839)	(5.4%)
Promotions	10,173	5,500	4,673	85.0%	104,377	129,500	(25,124)	(19.4%)
Research	140	-	140	0.0%	33,132	36,500	(3,368)	(9.2%)
Web. Dev.	10,752	4,500	6,252	138.9%	105,498	92,350	13,148	14.2%
Special Projects	10	15,000	(14,990)	(99.9%)	11,597	60,500	(48,903)	(80.8%)
Travel & Meals	614	7,500	(6,886)	(91.8%)	15,223	28,500	(13,277)	(46.6%)
Retail Purchasing	8,191	8,915	(724)	(8.1%)	121,298	127,673	(6,375)	(5.0%)
Total	114,679	214,418	(99,739)	(46.5%)	2,113,287	2,342,782	(229,495)	(9.8%)
Overhead Expenses								
Building Lease	4,500	4,599	(99)	(2.2%)	44,850	45,837	(987)	(2.2%)
Building Maintenance	913	1,125	(212)	(18.9%)	9,014	11,300	(2,286)	(20.2%)
Equipment Lease & Maint.	216	450	(234)	(52.1%)	2,837	4,435	(1,598)	(36.0%)
Professional Fees	4,865	4,000	865	21.6%	49,864	46,000	3,864	8.4%
Office Supplies	1,342	1,500	(158)	(10.6%)	7,251	15,000	(7,749)	(51.7%)
Utilities	1,051	1,042	9	0.9%	11,061	10,417	644	6.2%
Bank Fees	298	417	(118)	(28.4%)	4,244	4,167	77	1.9%
Dues & Subscriptions	500	1,810	(1,310)	(72.4%)	20,278	22,947	(2,669)	(11.6%)
Insurance	158	575	(417)	(72.5%)	6,299	5,750	549	9.5%
Licenses & Permits	40	183	(143)	(78.2%)	1,644	1,833	(189)	(10.3%)
Education & Training	75	100	(25)	(25.0%)	280	1,000	(720)	(72.0%)
Hiring Expenses	-	-	-	0.0%	77	-	77	0.0%
Network & Telco	2,566	1,000	1,566	156.6%	10,913	10,000	913	9.1%
Corporate Miscellaneous	-	-	-	0.0%	36	-	36	0.0%
Depreciation & Amort.	800	800	-	0.0%	8,000	8,000	-	0.0%
Interest Expense	(11)	(17)	6	(35.1%)	(60)	(167)	107	(64.0%)
Total	17,313	17,584	(271)	(1.5%)	176,587	186,519	(9,932)	(5.3%)
Total Expenses	176,901	279,384	(102,483)	(36.7%)	2,756,010	3,002,588	(246,578)	(8.2%)
Surplus (Deficit)	65,319	(68,400)	133,720	(195.5%)	(15,190)	(323,134)	307,944	(95.3%)
Surplus (Deficit) %	27.0%	(32.4%)	59.4%		(0.6%)	(12.1%)	11.5%	

No assurance is provided

Occupancy (%)		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15	73.7%	64.0%	43.5%	42.9%	36.0%	40.9%	32.5%	38.1%	43.2%	44.2%	41.7%	55.6%	41.8%
2016	2015/16	71.8%	67.5%	59.9%	50.3%	41.7%	50.9%	39.9%	48.8%	49.8%	47.9%	42.5%	60.2%	47.3%
2017	2016/17	74.4%	64.9%	55.6%	50.7%	43.7%	47.7%	43.5%	47.9%	52.2%	47.9%	45.5%	62.4%	53.0%
2018	2017/18	3.6%	-3.9%	-7.2%	0.8%	4.8%	-6.3%	9.0%	2.4%	4.8%	-100.0%	-100.0%	-100.0%	54.2%

ADR (\$)		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15	\$169.46	\$171.05	\$163.49	\$138.59	\$139.06	\$148.19	\$141.56	\$137.53	\$143.59	\$138.50	\$152.82	\$159.44	\$144.36
2016	2015/16	\$223.09	\$220.57	\$215.48	\$153.64	\$184.36	\$207.60	\$188.56	\$192.85	\$197.67	\$182.43	\$202.85	\$212.72	\$185.56
2017	2016/17	\$248.40	\$280.04	\$230.68	\$186.31	\$192.27	\$234.37	\$203.49	\$201.28	\$199.69	\$200.06	\$205.32	\$224.13	\$208.84
2018	2017/18	11.3%	27.0%	7.1%	3.2%	9.1%	-3.1%	-6.1%	-5.5%	-2.8%	-100.0%	-100.0%	-100.0%	\$218.20

RevPAR (\$)		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015	2014/15	\$124.92	\$109.50	\$71.18	\$59.45	\$50.10	\$60.61	\$45.95	\$52.39	\$62.10	\$61.21	\$63.78	\$88.57	\$60.46
2016	2015/16	\$160.08	\$148.95	\$129.07	\$81.95	\$63.88	\$91.80	\$68.85	\$83.43	\$96.75	\$86.97	\$86.31	\$127.99	\$89.46
2017	2016/17	\$184.81	\$181.79	\$128.25	\$97.44	\$91.54	\$108.41	\$83.16	\$91.03	\$101.43	\$95.77	\$93.45	\$139.76	\$111.26
2018	2017/18	15.4%	22.0%	-0.6%	4.0%	14.2%	-9.2%	2.3%	-3.3%	2.0%	-100.0%	-100.0%	-100.0%	\$118.65

Supply - Listing Nights		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15	3,196	3,618	3,452	2,422	2,498	2,924	2,896	2,344	2,872	2,421	3,024	2,945	24,346
2016	2015/16	8,271	8,284	8,177	7,401	7,664	6,149	6,628	6,262	6,505	6,104	8,036	7,745	66,565
2017	2016/17	14,059	17,549	14,105	12,222	11,756	9,318	8,711	7,416	9,209	9,077	11,109	11,586	106,223
2018	2017/18						15,251	12,167	11,506	12,857				121,472

Booked - Listing Nights		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15	2,356	2,316	1,503	1,039	900	1,196	940	893	1,242	1,070	1,262	1,636	10,178
2016	2015/16	5,935	5,594	4,898	3,721	3,194	2,719	2,420	2,709	3,184	2,910	3,419	4,660	31,487
2017	2016/17	10,460	11,392	7,842	6,192	5,132	4,747	3,479	3,468	4,586	4,345	5,060	7,225	56,252
2018	2017/18						7,279	5,295	5,506	6,716				65,814

Revenue (\$)		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2015	2014/15	\$399,248	\$396,152	\$245,725	\$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	\$1,324,039	\$1,233,869	\$1,055,421	\$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	\$2,598,264	\$3,190,216	\$1,808,993	\$1,190,907	\$1,076,129	\$1,112,554	\$707,942	\$698,039	\$915,778	\$869,261	\$1,038,919	\$1,619,339	\$11,882,531.29
2018	2017/18						\$1,653,352	\$1,011,822	\$1,047,406	\$1,304,046	\$0	\$0	\$0	\$14,881,134.39

Occupancy (%)

Year	Month												FY Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
2010	74.4%	69.8%	68.0%	48.8%	35.1%	33.5%	31.4%	38.0%	42.3%	45.0%	52.4%	62.5%	49.4%
2011	75.3%	74.9%	66.0%	51.8%	38.1%	39.1%	32.0%	38.0%	42.5%	46.4%	54.5%	61.4%	51.8%
2012	78.5%	72.2%	69.1%	49.1%	38.1%	38.7%	35.5%	43.0%	45.3%	45.3%	59.5%	71.8%	54.5%
2013	79.7%	80.1%	71.7%	57.5%	44.4%	44.5%	42.1%	49.0%	49.5%	60.3%	67.0%	77.2%	60.7%
2014	84.4%	83.8%	76.7%	64.1%	48.1%	48.0%	42.8%	49.5%	62.8%	61.3%	66.2%	76.6%	63.7%
2015	86.5%	87.1%	72.9%	63.7%	46.6%	46.9%	48.9%	56.9%	64.2%	67.5%	71.5%	82.0%	66.5%
2016	90.4%	84.9%	80.3%	65.1%	51.2%	52.1%	53.6%	59.8%	68.6%	75.3%	73.3%	85.2%	69.3%
2017	88.9%	86.2%	84.6%	71.5%	58.4%	56.3%	52.3%	57.1%	66.8%	68.7%	75.2%	83.9%	71.1%
2018	88.9%	86.2%	84.6%	71.5%	58.4%	56.3%	52.3%	57.1%	66.8%	68.7%	75.2%	83.9%	71.1%
2017/18	0.1%	0.0%	-5.4%	-3.5%	-11.0%	-6.0%	-6.3%	-5.5%	6.9%	-100.0%	-100.0%	-100.0%	67.4%

ADRS (\$)

Year	Month												FY Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
2010	\$99.31	\$96.60	\$87.29	\$91.40	\$76.67	\$80.28	\$78.25	\$80.00	\$80.62	\$83.10	\$93.67	\$86.68	\$87.49
2011	\$109.35	\$107.55	\$98.92	\$87.66	\$81.79	\$85.33	\$82.52	\$84.69	\$83.04	\$85.66	\$92.68	\$86.68	\$92.28
2012	\$111.70	\$107.69	\$96.39	\$88.48	\$85.43	\$86.78	\$84.42	\$85.10	\$86.69	\$86.72	\$84.16	\$101.23	\$95.46
2013	\$113.69	\$113.69	\$100.63	\$90.08	\$86.61	\$88.56	\$88.26	\$91.20	\$91.23	\$95.11	\$100.90	\$110.96	\$99.95
2014	\$122.60	\$111.74	\$111.74	\$107.07	\$94.55	\$97.45	\$95.98	\$98.80	\$97.85	\$98.65	\$109.87	\$121.55	\$108.50
2015	\$125.62	\$115.72	\$115.72	\$109.97	\$96.23	\$99.56	\$99.17	\$102.78	\$107.96	\$105.86	\$115.13	\$130.19	\$115.96
2016	\$151.10	\$147.86	\$123.41	\$111.16	\$97.57	\$100.19	\$99.44	\$101.90	\$110.17	\$110.17	\$119.19	\$138.82	\$120.50
2017	\$152.54	\$159.43	\$128.30	\$114.92	\$102.54	\$103.39	\$99.38	\$103.70	\$107.62	\$110.77	\$110.76	\$124.22	\$147.89
2018	\$171.08	\$171.08	\$150.80	\$115.11	\$101.53	\$100.75	\$96.55	\$101.97	\$100.62	\$100.62	\$108.76	\$147.89	\$128.88
2017/18	5.0%	14.3%	1.9%	0.2%	-1.0%	-2.8%	-2.8%	-1.7%	-1.0%	-100.0%	-100.0%	-100.0%	\$128.88

REPAIR (\$)

Year	Month												FY Total
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
2010	\$73.41	\$67.42	\$51.32	\$39.64	\$26.87	\$26.91	\$24.60	\$30.42	\$34.10	\$37.67	\$45.45	\$59.58	\$43.19
2011	\$82.39	\$72.32	\$58.66	\$45.42	\$23.55	\$33.35	\$28.40	\$34.79	\$35.33	\$39.76	\$50.50	\$61.32	\$47.84
2012	\$87.84	\$79.21	\$59.61	\$43.44	\$32.52	\$33.61	\$30.01	\$37.00	\$39.29	\$44.53	\$56.00	\$72.68	\$51.99
2013	\$91.94	\$81.01	\$68.38	\$51.78	\$31.56	\$39.28	\$37.17	\$44.72	\$48.70	\$57.39	\$67.63	\$85.63	\$60.71
2014	\$104.98	\$84.72	\$68.24	\$50.24	\$44.50	\$46.78	\$41.12	\$48.88	\$51.42	\$60.49	\$72.73	\$93.16	\$69.09
2015	\$106.58	\$124.75	\$82.34	\$60.24	\$45.80	\$50.62	\$48.52	\$58.48	\$69.42	\$71.49	\$82.30	\$106.75	\$77.11
2016	\$139.55	\$126.41	\$98.13	\$69.28	\$50.58	\$62.18	\$53.34	\$60.78	\$70.08	\$82.99	\$87.40	\$112.64	\$83.46
2017	\$145.27	\$133.95	\$108.61	\$82.10	\$59.29	\$68.23	\$51.59	\$59.26	\$74.02	\$74.02	\$97.45	\$118.80	\$89.72
2018	\$152.72	\$153.10	\$104.69	\$82.30	\$59.29	\$68.23	\$47.34	\$59.26	\$77.05	\$77.05	\$93.35	\$118.80	\$89.72
2017/18	5.1%	14.3%	-6.9%	-0.3%	-1.9%	-4.1%	-3.9%	-3.1%	-1.7%	-100.0%	-100.0%	-100.0%	\$86.90

Supply

Year	Month												Total Year
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
2010	83,380	83,380	80,700	89,380	86,330	86,330	82,611	77,888	86,211	83,430	86,211	83,430	998,321
2011	86,211	86,211	83,430	86,211	83,430	86,211	86,211	77,888	86,211	83,430	86,211	83,430	1,015,085
2012	86,211	86,211	83,430	86,211	83,430	86,211	86,211	77,888	86,211	83,430	86,211	83,430	1,014,362
2013	86,056	86,056	83,280	86,056	83,280	86,056	86,056	77,728	86,056	83,280	86,056	83,280	1,013,248
2014	86,056	86,056	83,280	86,056	83,280	86,056	86,056	77,728	86,056	83,280	86,056	83,280	1,017,578
2015	87,575	87,575	86,056	86,056	83,280	86,056	91,109	87,292	86,056	84,730	87,575	84,730	1,088,687
2016	87,109	91,109	86,170	91,109	88,170	93,082	93,082	84,056	93,082	90,060	93,082	90,060	1,089,091
2017	85,095	85,095	83,070	86,397	83,610	86,397	86,397	78,036	86,397	86,397	89,156	86,397	1,022,585
2018	89,156	89,156	86,280	89,663	86,820	89,714	89,714	81,032	89,714	89,714	89,156	86,280	1,022,585

Revenue (\$)

Year	Month												Total Year
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
2010	\$5,160,237	\$5,621,873	\$4,141,556	\$3,322,031	\$2,188,650	\$2,243,887	\$2,120,866	\$2,268,802	\$2,393,692	\$3,142,510	\$3,917,869	\$4,970,829	\$43,118,961
2011	\$7,102,624	\$6,450,872	\$4,893,875	\$3,745,506	\$2,454,976	\$2,275,384	\$2,587,042	\$2,880,935	\$3,045,779	\$3,317,032	\$4,453,842	\$5,450,887	\$46,580,866
2012	\$7,573,102	\$6,703,697	\$5,674,075	\$4,153,303	\$2,712,739	\$2,897,384	\$2,987,012	\$3,200,935	\$3,377,836	\$3,708,972	\$4,619,822	\$5,620,247	\$46,053,201
2013	\$8,681,737	\$7,824,142	\$6,209,634	\$4,453,886	\$3,127,795	\$3,379,853	\$3,189,043	\$3,475,915	\$4,191,241	\$4,779,187	\$5,826,914	\$7,131,581	\$51,512,632
2014	\$8,681,737	\$7,824,142	\$6,209,634	\$4,453,886	\$3,127,795	\$3,379,853	\$3,189,043	\$3,475,915	\$4,191,241	\$4,779,187	\$5,826,914	\$7,131,581	\$51,512,632
2015	\$10,449,675	\$10,061,986	\$7,132,534	\$5,568,484	\$3,629,877	\$4,022,401	\$3,557,333	\$4,191,241	\$5,126,475	\$6,366,475	\$7,498,529	\$8,941,173	\$60,302,225
2016	\$12,444,859	\$11,426,317	\$8,746,502	\$6,271,393	\$4,028,189	\$4,611,935	\$4,420,191	\$5,108,823	\$6,315,786	\$6,303,611	\$7,498,529	\$8,941,173	\$60,302,225
2017	\$13,851,989	\$11,802,133	\$8,025,094	\$7,559,527	\$4,976,589	\$5,006,012	\$4,991,220	\$5,024,774	\$6,395,115	\$6,509,802	\$8,323,101	\$10,705,573	\$67,781,070
2018	\$13,851,989	\$11,802,133	\$8,025,094	\$7,559,527	\$4,976,589	\$5,006,012	\$4,991,220	\$5,024,774	\$6,395,115	\$6,509,802	\$8,323,101	\$10,705,573	\$67,781,070

ROOM TAX COLLECTIONS

DESCHUTES COUNTY - TRT COLLECTION

	FY0909	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%	\$ 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%	\$ 1,430,995	12.6%	\$ 1,514,978	5.9%
AUG	\$ 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%	\$ 1,216,868	4.1%	\$ 1,468,425	20.7%
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	6.6%	\$ 614,663	42.8%	\$ 574,498	-6.5%	\$ 529,022	-7.9%
OCT	\$ 157,739	6.3%	\$ 137,059	-12.0%	\$ 112,719	-19.2%	\$ 129,320	16.8%	\$ 126,948	-1.8%	\$ 139,243	9.7%	\$ 175,403	27.6%	\$ 240,295	37.0%	\$ 282,833	17.7%	\$ 394,256	39.3%
NOV	\$ 117,513	8.4%	\$ 103,767	-11.7%	\$ 110,113	8.0%	\$ 101,784	-9.2%	\$ 105,795	3.9%	\$ 131,451	24.3%	\$ 195,905	49.0%	\$ 213,017	8.7%	\$ 228,933	7.4%	\$ 266,930	16.6%
DEC	\$ 219,848	-16.8%	\$ 188,621	-14.2%	\$ 199,866	6.0%	\$ 221,148	10.6%	\$ 252,250	14.1%	\$ 319,558	26.7%	\$ 360,655	12.9%	\$ 396,621	10.0%	\$ 453,353	14.3%	\$ 421,618	-7.0%
JAN	\$ 145,233	-17.0%	\$ 118,337	-18.5%	\$ 153,670	29.9%	\$ 125,545	-18.3%	\$ 180,588	43.8%	\$ 180,362	-0.1%	\$ 230,003	27.5%	\$ 278,939	21.3%	\$ 272,394	-2.3%	\$ 315,236	15.7%
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%	\$ 189,704	22.4%	\$ 255,899	34.9%	\$ 259,411	1.4%	\$ 277,310	6.9%
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%	\$ 354,899	-100.0%
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%	\$ 236,031	9.2%	\$ 236,031	-100.0%
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%	\$ 390,661	-100.0%
JUN	\$ 319,914	-16.0%	\$ 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	-100.0%
FYTD	\$ 2,501,215	-6.2%	\$ 2,258,532	-9.7%	\$ 2,361,668	4.6%	\$ 2,437,645	3.2%	\$ 2,701,865	10.8%	\$ 3,151,376	16.6%	\$ 3,886,031	23.3%	\$ 4,440,080	14.3%	\$ 4,719,266	6.3%	\$ 5,187,775	9.9%
FY End	\$ 3,199,536	-9.5%	\$ 2,971,919	-7.1%	\$ 3,151,973	6.1%	\$ 3,357,535	6.5%	\$ 3,695,963	10.1%	\$ 4,278,774	15.8%	\$ 5,265,481	23.2%	\$ 6,068,098	15.2%	\$ 6,383,950	5.2%	\$ 6,187,775	-18.7%

CITY OF BEND - TRT COLLECTION

	FY0909	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%	\$ 586,376	7.9%	\$ 881,867	50.4%	\$ 1,167,521	32.4%	\$ 1,253,078	7.3%	\$ 1,415,327	12.9%
AUG	\$ 436,886	-9.7%	\$ 384,731	-11.9%	\$ 444,130	15.4%	\$ 480,388	8.2%	\$ 534,186	11.2%	\$ 610,702	14.3%	\$ 670,733	42.6%	\$ 1,021,591	17.3%	\$ 1,109,525	8.6%	\$ 1,346,841	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%	\$ 565,927	22.4%	\$ 739,451	30.7%	\$ 839,649	13.6%	\$ 821,475	-2.2%
OCT	\$ 242,479	-1.0%	\$ 224,998	-7.5%	\$ 250,959	11.8%	\$ 229,891	-8.4%	\$ 280,250	21.9%	\$ 345,402	23.2%	\$ 440,768	27.8%	\$ 530,277	20.3%	\$ 664,833	25.4%	\$ 650,738	-2.1%
NOV	\$ 152,624	-16.5%	\$ 144,153	-5.6%	\$ 152,274	5.6%	\$ 166,215	9.2%	\$ 178,469	7.4%	\$ 215,766	20.9%	\$ 295,095	36.8%	\$ 357,600	21.2%	\$ 458,649	28.3%	\$ 425,219	-7.1%
DEC	\$ 151,022	-26.9%	\$ 165,489	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%	\$ 425,219	-21.1%
JAN	\$ 142,493	-16.1%	\$ 143,102	0.4%	\$ 153,682	7.4%	\$ 158,456	3.1%	\$ 183,934	16.1%	\$ 228,564	24.3%	\$ 328,996	43.9%	\$ 399,620	21.5%	\$ 467,365	17.0%	\$ 475,598	1.8%
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%	\$ 499,918	4.9%
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%	\$ 671,972	-2.1%
APR	\$ 179,874	-24.9%	\$ 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%	\$ 635,713	11.3%	\$ 635,713	-100.0%
MAY	\$ 239,638	-16.0%	\$ 256,714	7.1%	\$ 290,647	13.2%	\$ 304,522	4.8%	\$ 358,239	17.7%	\$ 431,951	20.6%	\$ 587,528	36.0%	\$ 614,788	4.6%	\$ 766,845	24.7%	\$ 766,845	-100.0%
JUN	\$ 294,814	-13.0%	\$ 337,885	14.6%	\$ 348,207	3.1%	\$ 405,876	16.6%	\$ 446,842	10.1%	\$ 601,113	34.5%	\$ 794,235	32.1%	\$ 887,415	11.7%	\$ 1,021,403	15.1%	\$ 1,021,403	-100.0%
FYTD	\$ 2,223,715	-13.6%	\$ 2,183,776	-2.7%	\$ 2,425,985	10.8%	\$ 2,523,958	4.1%	\$ 2,809,283	8.9%	\$ 3,357,495	19.5%	\$ 4,634,233	38.0%	\$ 5,620,652	21.3%	\$ 6,497,038	15.6%	\$ 6,813,174	4.9%
FY End	\$ 2,938,041	-14.3%	\$ 2,950,098	0.8%	\$ 3,280,461	10.8%	\$ 3,523,958	7.4%	\$ 3,888,070	10.3%	\$ 4,720,365	21.4%	\$ 6,499,413	37.5%	\$ 7,694,125	18.5%	\$ 8,920,998	15.9%	\$ 8,813,174	-23.6%

1% TRT rate increase implemented in June 2015 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: MAY 2018

SUMMER MEDIA BUY

- Visit Bend's Summer Media Buy is nearly complete and will begin on Memorial Day Weekend.
 - Partners for this summer include Entercom, Comcast, and OPB, supplemented by a targeted digital and social campaign.
 - Creative will promote the new visitbend.com and on TV, the new Share Bend – Summer spot will join the lineup.
 - Geographically, the campaign will mostly target the Portland DMA with statewide reach on OPB and digital campaigns.

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 5.4K new organic followers. Visit Bend's June influencer program will be tweaked to promote the new website using past, high-performing influencers.

NEW WEBSITE

Visit Bend's new website launched (soft launch) on Monday, May 14th, 2018 as the biggest redesign in the organization's history. At the heart of the new site is a trip planning tool that brings several firsts with it in the DMO industry, including the ability to crowdsource and share lists from individuals and businesses, contributing to the continued success of the tourism industry in Bend.

NEW CREATIVE

On Tuesday, May 15th, Visit Bend will be unveiling the second of four new 30-second television commercials. This one, titled Share Bend – Summer, showcases all of the things that make Bend special while building off of the "share" message on the new website.

WEBSITE – Year over year traffic – past 365 days:

- Total visits: 1,389,683 // Total unique visits: 973,264 // Pageviews: 3,066,768
- Geo: PDX (26.38%), BND (17.09%), SEA (14.58%), SFO (6.67%)

BEND ALE TRAIL

To date, over 34,000 people have completed the Bend Ale Trail. A new Atlas will be printed in late June with updates.

SOCIAL MEDIA SINCE – PAST SIX MONTHS

- **Facebook:** 9.2 million impressions, 169.6k post engagements, 20.3k link clicks to visitbend.com.
- **Instagram:** 42.9k followers, 125.8k engagements.

####



Public Relations Updates: May 15, 2018

Press coverage from recent months

- *Singletracks* featured Bend in their article titled “The newest trails in the 10 best mountain biking destinations.” <http://bit.ly/2G3LsbJ>
- *The Missoulian* included Bend in their piece on “The 10 best cities to take a beercation.” <http://bit.ly/2rEYXdJ>
- Dina Mischev from the *Washington Post* did a piece on Bend’s culinary scene. You may remember her as the journalist we hosted a few years ago when she was writing about disliking beer, but learning to like it in Bend: <https://wapo.st/2lBrl4m>
- Livability included Bend in their recent roundup of “The best home base cities for adventure enthusiasts.” <http://bit.ly/2KdjsF3>
- The Mercury News just did three pieces on Bend: One about golfing, one about fishing, and one as an overall piece on Central Oregon escapes.
- *Northwest Travel* magazine just did a piece on summer escapes at ski resorts, featuring Mt. Bachelor.
- *Bend Magazine* wrote about our Visit Like a Local initiatives in their May/June issue.

Upcoming coverage and other PR initiatives

- April 18-12 we teamed up with COVA and Mt. Bachelor to host an amazing group of journalists that represented publications including the *LA Times*, *Outside* magazine, *Fodors*, *SkyLife* (in-flight mag), *The Manual*, and UPROXX.
- We teamed up with Bachelor/COVA again last week to host Ted Alvarez, who was here on assignment with the Alaska Airlines in-flight magazine doing a piece on fall skiing. He also has a piece lined up for *Backpacker* magazine and freelances for a number of other publications (and said this trip sparked at least 10 more pitch ideas for him). Special thanks to Wall Street Suites for coming through with last-second accommodations for him!
- May 22-26 we’re hosting Frederick “Rico” Reimers from *Outside* magazine. He’ll split his time between The Oxford and The Hampton in the Old Mill, and has a full agenda packed with climbing, biking, rafting, and skiing.
- June 27-30 we’re hosting Tony Wang and his family from “Look Who’s Blogging” (they have 36,000 YouTube subscribers and feature travel content from the kids’ perspective).

(over)

What's happening on Facebook

- Keeping engagement high is one of our key goals right now. Contests, “this or that” posts, or games where people have to find something in a photo are popular.
- In-the-moment posts about what the weather is doing *right that second* are popular during changes of season, so we're doing a lot of live posts on blue-sky days and screenshots of the weather.
- Kelli has been taking over Monday posts and her Instagram roundups have been great engagement grabbers.
- Shares and videos remain much more popular than they were six months ago, so when we can get two in one, that's a huge bonus.
- As always, sunsets and sunrises remain our most popular posts.



Visit Bend Sales Update – 5.15.2018

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. Fly Fishing National Championships – May 31-June 3
3. 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 Judo 2020 Youth Championships- March 2020, 700 athletes + families and staff
3. USA Boxing Western Regional – March 2021, 800+ athletes
4. Scripps National Spelling Bee – Fall 2020, 250+ youth from Oregon (not Multnomah Co.)
5. ATRA US Trail Running Conference – September 2019, 250 trail runners/promoters
6. World of Wrestling, Western Worlds – May or November 2018, 3,000 athletes
7. International Snow Science Workshop – October, 2022, 900+ attendees,
8. USA Weightlifting American Open Series – September or December 2019, 900+ athletes,
9. USA Cycling Cyclocross National Championships – December 2022, 1,500 athletes
10. Oregon Athletic Directors Association Annual Conference – April 2019, 300+ ADs
11. NAIA Men's Golf Nationals – May 2020 & 2021 – 550 athletes and family
12. NAIA Women's Golf Nationals – May 2020 & 2021 – 400 athletes and family
13. NAIA Cross-Country National Championships – Nov. 2020 & 2021 - 640 runners
14. NAIA Wrestling Nationals – March 2020 & 2021 – 300 Athletes
15. NAIA Men's Division II Basketball Championships – March 2020 & 2021, 700 athletes
16. National Bicycle Tourism Conference – November 2022, 250+ bicycle tour operators
17. USA Ultimate Club Regional Championships – September 2019, 900+ athletes & fans
18. American Academy of Advertising Annual Conference – Spring 2021, 200+ attendees
19. American Cribbage Congress Grand Nationals – October 2020, 600 participants
20. USA BMX Fall Grand Nationals – October 2018, 1,000 Athletes