



VISIT BEND

A G E N D A

Board of Directors Meeting

November 13, 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. September minutes
- II. Annual Financial Review (10 Minutes)
 - a. Wes Price from Price/Fronk Co. will present the FY18 annual review
- III. Financial Report (10 minutes)
 - a. Scott Greenstone will brief the board on FY19 YTD finances
- IV. Tourism Industry Briefing (10 minutes)
 - a. Kevney will brief the board on tourism industry news
 - i. TRT through September 2018
 - ii. Lodging data through September 2018
 - iii. BCTF Update
 - iv. RCTP Meeting
- V. Marketing Update (15 Minutes)
 - a. Troy Kerr from DVA will present the FY19 Winter Media Plan
 - b. Nate will brief the board on current marketing efforts, website updates, and other marketing related projects
- VI. Public Relations and Social Media Update (5 minutes)
 - a. Tawna will update the board on PR and social media activity
- VII. Group Sales Updates (5 minutes)
 - a. 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

Budget-to-Actual P&L Analysis

For the period ended October 31, 2018

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	303,277	308,592	(5,315)	(1.7%)	1,509,138	1,471,740	37,398	2.5%
City Funding - Prior Years	(8,775)	(8,775)	0	(0.0%)	(35,100)	(35,102)	2	(0.0%)
Retail Sales	11,132	12,191	(1,058)	(8.7%)	51,265	53,204	(1,939)	(3.6%)
Advertising	6,852	7,921	(1,069)	(13.5%)	37,778	62,275	(24,497)	(39.3%)
Event Revenue	900	-	900	100.0%	900	-	900	100.0%
Other Revenue	260	-	260	0.0%	260	-	260	0.0%
Total	313,647	319,928	(6,281)	(2.0%)	1,564,241	1,552,117	12,124	0.8%
Personnel Expenses								
Base Pay	41,335	44,748	(3,413)	(7.6%)	171,365	173,519	(2,154)	(1.2%)
Overtime	-	-	-	0.0%	171	-	171	0.0%
Incentive Pay	-	-	-	0.0%	-	-	-	0.0%
Payroll Taxes	3,240	3,240	0	0.0%	13,579	12,563	1,017	8.1%
Employee Benefits	7,056	6,344	711	11.2%	29,201	25,378	3,824	15.1%
Total	51,631	54,332	(2,701)	(5.0%)	214,316	211,460	2,857	1.4%
Sales & Marketing Expenses								
Cultural Tourism Fund	22,838	23,236	(399)	(1.7%)	113,553	110,748	2,805	2.5%
Visitor Development Fund	250	10,000	(9,750)	(97.5%)	49,333	54,500	(5,167)	(9.5%)
Online Mktg	127,397	111,805	15,592	13.9%	174,544	155,924	18,620	11.9%
Photo	600	2,700	(2,100)	(77.8%)	3,108	6,900	(3,792)	(55.0%)
Print	2,380	-	2,380	0.0%	13,541	10,000	3,541	35.4%
Production	500	600	(100)	(16.7%)	14,246	18,413	(4,167)	(22.6%)
Radio	23,971	32,378	(8,407)	(26.0%)	39,186	47,378	(8,192)	(17.3%)
Trade Shows	-	-	-	0.0%	4,250	8,000	(3,750)	(46.9%)
TV	17,635	25,000	(7,365)	(29.5%)	29,445	40,000	(10,555)	(26.4%)
Collateral	1,664	7,000	(5,336)	(76.2%)	19,677	28,000	(8,323)	(29.7%)
Postage	847	2,000	(1,153)	(57.6%)	6,904	8,000	(1,096)	(13.7%)
Public Relations	1,556	500	1,056	211.1%	2,248	2,000	248	12.4%
Promotions	27,762	20,000	7,762	38.8%	45,237	38,500	6,737	17.5%
Research	3,200	-	3,200	0.0%	5,600	7,310	(1,710)	(23.4%)
Web. Dev.	-	1,500	(1,500)	(100.0%)	37,937	28,250	9,687	34.3%
Travel & Meals	1,417	2,000	(583)	(29.2%)	4,209	6,000	(1,791)	(29.9%)
Retail Purchasing	12,554	9,840	2,714	27.6%	53,749	45,832	7,917	17.3%
Total	244,569	251,717	(7,148)	(2.8%)	663,142	657,387	5,755	0.9%
Overhead Expenses								
Building Lease	4,800	4,906	(106)	(2.2%)	18,900	19,316	(416)	(2.2%)
Building Maintenance	913	1,000	(87)	(8.7%)	5,460	4,000	1,460	36.5%
Equipment Lease & Maint.	216	450	(234)	(52.1%)	1,108	1,800	(692)	(38.4%)
Professional Fees	5,891	4,250	1,641	38.6%	20,146	17,000	3,146	18.5%
Office Supplies	881	1,000	(119)	(11.9%)	4,152	4,000	152	3.8%
Utilities	1,199	1,042	157	15.1%	3,588	4,167	(579)	(13.9%)
Bank Fees	331	417	(86)	(20.7%)	1,709	1,667	43	2.6%
Dues & Subscriptions	1,421	1,810	(389)	(21.5%)	7,456	15,040	(7,584)	(50.4%)
Insurance	158	575	(417)	(72.5%)	633	2,300	(1,667)	(72.5%)
Licenses & Permits	-	183	(183)	(100.0%)	690	733	(43)	(5.9%)
Education & Training	-	100	(100)	(100.0%)	860	400	460	115.0%
Network & Telco	817	1,000	(183)	(18.3%)	4,649	4,000	649	16.2%
Non-Capital IT	-	-	-	0.0%	-	-	-	0.0%
Depreciation & Amort.	800	800	-	0.0%	3,200	3,200	-	0.0%
Interest Expense	(131)	(17)	(115)	688.4%	(243)	(67)	(176)	264.1%
Total	17,317	17,516	(198)	(1.1%)	72,342	77,556	(5,214)	(6.7%)
Total Expenses	313,517	323,565	(10,047)	(3.1%)	949,800	946,402	3,397	0.4%
Surplus (Deficit)	129	(3,636)	3,766	(103.6%)	614,441	605,714	8,727	1.4%
Surplus (Deficit) %	0.0%	(1.1%)	1.2%		39.3%	39.0%	0.3%	

No assurance is provided

Visit Bend

Financial Performance Analysis

For the period ended October 31, 2018

1) Operating Analysis

a) Revenue:	Oct18 Revenue was under budget by $-\$6.3K$ (-2.0%) overall. This variance consisted primarily of an expected City Funding - Current Year underage of $-\$5.3$ (-1.7%), a Retail Sales underage of $-\$1.1K$ (-8.7%) and an Advertising underage of $-\$1.1K$ (-13.5%). YTD FY 2019 Revenue was over budget by $+\$12.1K$ (+0.8)% overall. This variance consisted primarily of an expected City Funding - Current Year overage of $+\$37.4K$ (+2.5%), a Retail Sales underage of $-\$1.9K$ (-3.6%) and an Advertising underage of $-\$24.5K$ (-39.3%).
b) Personnel Expenses:	Oct18 Personnel Expenses were under budget by $-\$3.4K$ (+7.6%). YTD FY 2019 Personnel Expenses were over budget by $+\$2.9K$ (+1.4%).
c) Sales & Marketing Expenses:	Oct18 Sales & Marketing expenses were under budget by $-\$7.1K$ (-2.8%), due to a combination of timing differences between budgeted actual expenses in several categories. YTD FY 2019 Sales & Marketing expenses were over budget by $+\$5.8K$ (+0.9%), due to a combination of timing differences between budgeted actual expenses in several categories.
d) Overhead Expenses:	Oct18 Overhead expenses were under budget by $-\$0.2K$ (-1.1%) overall, due to various variances caused by timing differences. YTD FY 2019 Overhead expenses were under budget by $-\$5.2K$ (-6.7%) overall, due to various variances caused by timing differences.
e) Surplus (Deficit):	Oct18 Surplus of $\$0.1K$ (0.0%) was over budgeted Deficit of $-\$3.6K$ (-1.1%) by $+\$3.8K$ (+1.2% profitability points) primarily due to over budget Revenue partially offset by over budget Sales & Marketing expenses. YTD FY 2019 Surplus of $\$614.3K$ (39.3%) was over budgeted Surplus of $\$605.7K$ (39.0%) by $+\$8.7K$ (+0.3% 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 Oct18, Cash increased by $+\$364.8K$ to a month-end balance of $\$928.8K$. YTD 2019 Cash increased by $+\$771.0K$ to a period-end balance of $\$928.8K$.
b) Balance Sheet:	The Balance Sheet remained healthy as of Oct18, 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 2019 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 Summary of Cash Reserve

"Rainy Day" Cash Reserve Fund

	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
Beginning Balance	-	16,752	38,539	62,583	-	-	-	-	-	-	-	-
PLUS Receipts												
5% of Revenue	16,752	21,786	23,991	15,682	-	-	-	-	-	-	-	-
Interest Income	-	-	53	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Receipts	16,752	21,786	24,044	15,682	-	-	-	-	-	-	-	-
MINUS Disbursements												
Down Cycle Tourism Promotion	-	-	-	-	-	-	-	-	-	-	-	-
Bank Fees	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Disbursements	-	-	-	-	-	-	-	-	-	-	-	-
= Ending Balance	16,752	38,539	62,583	78,265	-	-	-	-	-	-	-	-

"Wind Down" Cash Reserve Fund

Beginning Balance	65,878	100,892	100,908	100,987	-	-	-	-	-	-	-	-
PLUS Receipts												
Interest Income	14	15	79	80	-	-	-	-	-	-	-	-
Other	35,000	-	-	-	-	-	-	-	-	-	-	-
Total Receipts	35,014	15	79	80	-	-	-	-	-	-	-	-
MINUS Disbursements												
Bank Fees	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Disbursements	-	-	-	-	-	-	-	-	-	-	-	-
= Ending Balance	100,892	100,908	100,987	101,067	-	-	-	-	-	-	-	-

Bank Account Summary

BOTC - Rainy Day Reserve MM	-	16,752	38,552	62,583	-	-	-	-	-	-	-	-
BOTC - Checking	159,242	232,890	424,071	764,751	-	-	-	-	-	-	-	-
BOTC - Money Market	65,892	100,908	100,976	101,067	-	-	-	-	-	-	-	-
Petty Cash	400	400	400	400	-	-	-	-	-	-	-	-
Total Cash	225,534	350,950	563,998	928,800	-	-	-	-	-	-	-	-

No assurance is provided

Visit Bend

Summary of Cash Reserve Funds and Bank Accounts

"Rainy Day" Cash Reserve Fund

	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
Beginning Balance	-	-	-	-	-	-	-	-	-	-	-	-
PLUS Receipts												
5% of Revenue	-	-	-	-	-	-	-	-	-	-	-	-
Interest Income	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Receipts	-	-	-	-	-	-	-	-	-	-	-	-
MINUS Disbursements												
Down Cycle Tourism Promotion	-	-	-	-	-	-	-	-	-	-	-	-
Bank Fees	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Disbursements	-	-	-	-	-	-	-	-	-	-	-	-
= Ending Balance	-	-	-	-	-	-	-	-	-	-	-	-

"Wind Down" Cash Reserve Fund

Beginning Balance	65,795	65,800	65,803	65,806	65,817	65,822	65,828	65,834	65,839	65,844	65,855	65,866
PLUS Receipts												
Interest Income	6	2	3	11	5	5	6	5	5	11	11	12
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Receipts	6	2	3	11	5	5	6	5	5	11	11	12
MINUS Disbursements												
Bank Fees	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Disbursements	-	-	-	-	-	-	-	-	-	-	-	-
= Ending Balance	65,800	65,803	65,806	65,817	65,822	65,828	65,834	65,839	65,844	65,855	65,866	65,878

Bank Account Summary

BOTC - Rainy Day Reserve MM	-	-	-	-	-	-	-	-	-	-	-	-
BOTC - Checking	306,039	327,974	636,139	827,606	866,435	815,430	605,220	418,384	175,752	210,056	264,184	89,511
BOTC - Money Market	65,800	65,806	65,817	65,817	65,822	65,828	65,834	65,839	65,844	65,855	65,866	65,878
Petty Cash	400	400	400	400	400	400	400	400	400	400	400	400
Total Cash	372,240	394,180	702,356	893,823	932,658	881,658	671,454	484,623	241,996	276,311	330,450	155,789

No assurance is provided

Bend Cultural Tourism Fund Budget-to-Actual P&L Analysis

For the period ended October 31, 2018

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue *								
City Funding - Current Year	22,746	23,144	(399)	(1.7%)	113,185	110,380	2,805	2.5%
City Funding - Prior Years	(658)	(658)	0	(0.0%)	(2,633)	(2,633)	0	(0.0%)
Other Revenue	750	750	-	0.0%	3,000	3,000	0	0.0%
Total	22,838	23,236	(399)	(1.7%)	113,553	110,748	2,805	2.5%
Operating Expenses								
Grant Administrator: Contract & Travel	1,362	2,000	(638)	(31.9%)	3,275	8,000	(4,725)	(59.1%)
Grants Management System Subscription	-	625	(625)	(100.0%)	-	2,500	(2,500)	(100.0%)
Professional Fees	750	750	-	0.0%	3,000	3,000	-	0.0%
Marketing & Communications	-	100	(100)	(100.0%)	-	400	(400)	(100.0%)
Meeting Expenses & Office Supplies	-	50	(50)	(100.0%)	70	200	(130)	(65.1%)
Travel Expenses	-	83	(83)	(100.0%)	-	333	(333)	(100.0%)
Other Expenses	-	17	(17)	(100.0%)	-	67	(67)	(100.0%)
Total	2,112	3,625	(1,513)	(41.7%)	6,345	14,500	(8,155)	(56.2%)
Surplus (Deficit)	20,725	19,611	1,114	5.7%	107,208	96,248	10,960	11.4%
Fund Balance - Before Grants					305,379	137,577	167,802	122.0%
Cultural Tourism Fund Grants					172,221	157,500	14,721	9.3%
Fund Balance - After Grants					133,158	137,577	(4,419)	(3.2%)

* 7.5% of Total Visit Bend City Funding Revenue

No assurance is provided

Bend Cultural Tourism Fund Financial Performance Summary

For the period ended October 31, 2018

a) Revenue:	Oct18 Revenue of \$22.8K was under budget of \$23.2K by -\$0.4K (-1.7%). Year to date Revenue of \$113.6K was over budget of \$110.7K by +\$2.8K (+2.5%)
b) Operating Expenses	Oct18 Operating Expenses of \$2.1K were under budget of \$3.6K by -\$1.5K (-41.7%). Operating Expenses of \$6.3K were under budget of \$14.5K by -\$8.2K (-56.2%).
c) Cultural Tourism Fund Grants	For the FY 2018 Grants Cycle, \$205K of Grants were pledged in Jun18, and through Oct18 \$153.8K of these Grants were paid out, leaving a pledged but unpaid FY 2018 grants of \$51.3K as of Oct18. For the FY 2017 Grants Cycle, \$197.3K of Grants were pledged in Jun17, and through Oct18 \$194.4K of these Grants were paid out, leaving pledged but unpaid FY 2017 grants of \$2.9K as of Oct18.
d) Fund Balance - After Grants	As of Oct18, Fund Balance - After Grants was \$133.2K.
e) Available Funds to Grant in FY 2019	The FY 2019 Budget is for \$185K.

ROOM TAX COLLECTIONS

DESCHUTES COUNTY - TRT COLLECTION

	FY08/09	CHANGE	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE	FY17/18	CHANGE	FY 18/19	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%	\$ 1,667,996	10.1%
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%	\$ 1,413,522	-3.7%
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%	\$ 574,496	-6.5%	\$ 529,022	-7.9%	\$ 610,968	15.5%
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%		-100.0%
NOV	\$ 117,513	8.4%	\$ 103,767	-11.7%	\$ 112,113	8.0%	\$ 101,784	-9.2%	\$ 105,795	3.9%	\$ 131,451	24.2%	\$ 195,905	49.0%	\$ 213,017	8.7%	\$ 228,833	7.4%	\$ 266,930	16.6%		-100.0%
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%		-100.0%
JAN	\$ 145,233	-17.0%	\$ 118,337	-18.5%	\$ 153,670	29.9%	\$ 125,545	-18.3%	\$ 180,588	43.8%	\$ 180,382	-0.1%	\$ 230,003	27.5%	\$ 278,939	21.3%	\$ 272,394	-2.3%	\$ 315,236	15.7%		-100.0%
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%	\$ 189,704	22.4%	\$ 255,899	34.9%	\$ 259,411	1.4%	\$ 277,310	6.9%		-100.0%
MAR	\$ 131,707	-22.7%	\$ 147,374	11.9%	\$ 148,310	0.6%	\$ 151,221	2.0%	\$ 194,809	28.8%	\$ 224,459	15.2%	\$ 276,134	23.0%	\$ 302,367	9.5%	\$ 354,899	17.4%	\$ 407,138	14.7%		-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%	\$ 236,091	9.2%	\$ 272,934	15.6%		-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%	\$ 406,280	4.0%		-100.0%
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%	\$ 781,871	14.5%		-100.0%
FYTD	\$ 1,756,900	-3.0%	\$ 1,589,094	-9.6%	\$ 1,665,502	4.8%	\$ 1,716,774	3.1%	\$ 1,882,222	9.6%	\$ 2,225,748	18.3%	\$ 2,734,361	22.9%	\$ 3,055,319	11.7%	\$ 3,222,359	5.5%	\$ 3,512,425	9.0%	\$ 3,692,486	5.1%
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%	\$ 7,055,998	10.5%	\$ 3,692,486	-47.7%

CITY OF BEND - TRT COLLECTION

	FY08/09	CHANGE	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE	FY17/18	CHANGE	FY17/18	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%	\$ 1,415,547	13.0%	\$ 1,389,440	-1.8%
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%	\$ 870,733	42.6%	\$ 1,021,591	17.3%	\$ 1,109,525	8.6%	\$ 1,347,492	21.4%	\$ 1,344,903	-0.2%
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%	\$ 820,801	-2.2%	\$ 905,503	10.3%
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%	\$ 650,738	-2.1%		-100.0%
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%	\$ 426,303	-7.1%		-100.0%
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%	\$ 506,919	-6.4%		-100.0%
JAN	\$ 142,493	-16.1%	\$ 143,102	0.4%	\$ 153,692	7.4%	\$ 158,458	3.1%	\$ 183,934	16.1%	\$ 228,564	24.3%	\$ 328,996	43.9%	\$ 399,620	21.5%	\$ 467,385	17.0%	\$ 475,959	1.8%		-100.0%
FEB	\$ 160,038	-21.6%	\$ 165,234	3.2%	\$ 181,006	9.5%	\$ 191,409	5.7%	\$ 205,050	7.1%	\$ 262,821	28.2%	\$ 377,576	43.7%	\$ 428,240	13.4%	\$ 475,558	11.0%	\$ 499,784	5.1%		-100.0%
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%	\$ 673,381	-1.9%		-100.0%
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%	\$ 635,713	11.3%	\$ 690,587	8.6%		-100.0%
MAY	\$ 239,638	-16.0%	\$ 256,714	7.1%	\$ 290,647	13.2%	\$ 304,522	4.8%	\$ 358,299	17.7%	\$ 431,931	20.6%	\$ 587,528	36.0%	\$ 614,788	4.6%	\$ 766,845	24.7%	\$ 793,600	3.5%		-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%	\$ 1,041,741	2.0%		-100.0%
S	\$ 1,207,662	-9.4%	\$ 1,103,112	-8.7%	\$ 1,262,097	14.4%	\$ 1,402,829	11.2%	\$ 1,473,346	5.0%	\$ 1,659,477	12.6%	\$ 2,318,528	39.7%	\$ 2,928,564	26.3%	\$ 3,202,251	9.3%	\$ 3,583,840	11.9%	\$ 3,639,846	1.6%
FY End	\$ 2,938,041	-14.3%	\$ 2,960,098	0.8%	\$ 3,280,461	10.8%	\$ 3,523,958	7.4%	\$ 3,888,070	10.3%	\$ 4,720,365	21.4%	\$ 6,490,413	37.5%	\$ 7,694,125	18.5%	\$ 8,920,998	15.9%	\$ 9,342,852	4.7%	\$ 3,639,846	-61.0%

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



TO: Kevney Dugan, Visit Bend
 FROM: Laurel MacMillan, BCTF Administrator
 RE: Bend Cultural Tourism Fund Commission Appointments & 2019 Grant Timeline
 Date: November 8, 2018

A. Commission Appointments

Three positions are currently open, all appointed by Visit Bend Board. Additionally, we would recommend the following changes to the Commission titles to reflect the evolution of the group:

- x 1. **Visit Bend Board or Staff Member (non voting)**
 Change from: "Visit Bend Board Member (non voting)" to allow staff to join BCTF
Recommendation: Valerie Warren, VP, Operations & Policy

- x 2. **Creative Community Representative**
 Change from: "Performing & Literary Arts Community" to broaden the artist representation on the BCTF
Recommendation: TBD

- x 3. **Regional or State Arts Organization**
 Change from: "Regional or State Foundation" to broaden the recruitment of outside representation on BCTF
Recommendation: Liora Sponko, Executive Director of the Lane Arts Commission

Action Needed: Visit Bend Board approves new titles and appoints new Commission members

B. 2019 BCTF Grant Timeline

Date	Activity	Outcome/action
October 17, 2018	BCTF Commission meets to discuss updates to 2019 Grant Applications and Review Process	List of recommended updates for Laurel/Ex. Committee members make to the 2019 application
January 11, 2019	Application goes live on website, open for submission	Laurel open for technical assistance questions;

		Commission/VB Board promotes grant actively within community
March 5, 2019	BCTF Commission Meeting and Panel Training	Prepare Commissioners and external reviewers to review 2019 grants through online portal and process for Grant Review meeting
April 12, 2019	Grant Deadline 5pm	
April 15-May 1, 2019	Grant Review period	A little more than weeks to review
April 24, 2019	BCTF Commission Packets out	Laurel sends to Commissioners
May 1, 2019	BCTF Grant Review Meeting	BCTF forwards recommended grants (and supporting info) after meeting to Visit Bend Board with 2 weeks to review
NEED DATE	BCTF Executive Committee meets with Visit Bend Board for Q&A on Grant Recommendations	VB Board has clear understanding of how grant scoring and funding recommendations were reached.
May 21, 2019	Visit Bend Board Meeting	VB Board approves grant awards
May 22, 2019	Award Letters/Declined Letters available to go out	Laurel sends letters out

Action Needed: Set information meeting between (week of May 13, 2019 would be ideal)

	Position	First Name	Last Name	Executive Committee	Term Year	Notes
1	Old Mill District	Erin	Felder		2020	appointed by Old Mill District
2	Arts & Culture Alliance	Kevin	Barclay	Member	2019	appointed by ACA board of directors
3	Tourism Industry Representative	John	Flannery		2019	appointed by Visit Bend board of directors; can't be VB board members
4	Visit Bend Board or Staff Member (non voting)*	Michelle	Mercer		2018	appointed by Visit Bend board of directors
5	Bend Citizen Representative	Zak	Boone	Member	2018	appointed by the BCTF Commission
6	Creative Community Representative**					appointed by Visit Bend board of directors
7	Scalehouse	Kiel	Fletcher		2019	appointed by Scalehouse board of directors
8	Downtown Bend Business Association	Mindy	Aisling		2018	appointed by Downtown Bend Business Association board of directors
9	City Appointed Representative	Jenny	Malone	Member	2019	appointed by the Mayor
10	Bend Citizen Representatives	Rika	Ayotte		2019	appointed by the BCTF Commission
11	Bend Citizen Representatives	Jenny	Green		2018	appointed by the BCTF Commission
12	Tourism Industry Representative	Aaron	Switzer	Member	2018	appointed by Visit Bend board of directors; can't be VB board members
13	Regional or State Arts Organization***					appointed by Visit Bend board of directors

*Change from: Visit Bend Board Member (non voting) to allow staff to join BCTF

**Change from: Performing & Literary Arts Community to broaden the artist representation on the BCTF

***Change from: Regional or State Foundation to broaden the recruitment of outside representation on BCTF

Dec. 10th Noon - 2pm



MARKETING UPDATES: NOV 2018

FALL MEDIA BUY

- Visit Bend's fall media buy, primarily promoting the Bend Ale Trail through mid-November, is currently in progress.
 - This year's approach is mainly digital, allowing us to target more specifically and better measure our impacts.
 - Partners include Google, Facebook, Sojern, Entercom, SF Gate, KEXP (Seattle), OPB, Spotify, and Hulu.
 - Geographically, the campaign targets PDX, SEA, and SFO DMAs.

TRIPADVISOR DMO PARTNERSHIP

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

- Since the May (six months) Board Meeting, Bend-related pages on TripAdvisor have seen over 1.1 million pageviews with a CTR of and above average 1.4%.
- Current creative and messaging is focused on fall recreation and Bend Ale Trail Month campaigns, and will shift to winter on November 22.

VISIT BEND INFLUENCER PROGRAM

Visit Bend's influencer program is switching back to the monthly campaign concept, with a beer blogger and influencer arriving this weekend to trek the Bend Ale Trail.

WEBSITE

- Recently made Skift's list of DMO websites leading the way with personalization, a goal we set when we started this project.
- High-level website analytics (past 365 days):
 - Total visits: 1,313,291 // Total unique visits: 908,836 // Pageviews: 3,024,643
 - Geo: PDX (27.10%), BND (17.98%), SEA (13.29%), SFO (7.55%)

BEND ALE TRAIL

- To date, over 40,000 people have completed the Bend Ale Trail. A new Atlas has been printed with two breweries adding, bringing the total to 18.
- This past weekend, we hosted a handful of radio personalities and journalists who accompanied us on a portion of the Bend Ale Trail complete with behind-the-scenes tours. I'll be sharing the fruits of this labor with you as it comes out.
- Almost halfway through Bend Ale Trail Month, and we're on track to surpass last year's completion numbers. This past weekend's Bend Ale Run Half Marathon and 10k was nearly sold out, and the Bend Ale Fest was also very successful.

SOCIAL MEDIA SINCE – PAST SIX MONTHS

- **Facebook:** 8.7 million impressions, 216.2k post engagements, 31k link clicks to visitbend.com.
- **Instagram:** 46.3k followers, 93.3k engagements.

####



Public Relations Updates: November 13, 2018

Press coverage from recent months:

- In late-September we hosted Rob and Chris Taylor, the founders of 2TravelDads (one of the top LGBT family travel blogs). They couldn't say enough amazing things about their experiences with Wanderlust Tours, the Bend Ale Trail, and the High Desert Museum, and their social media writeups were outstanding. Their Bend Ale Trail coverage is here: <http://bit.ly/2SUUYFD> and their family travel coverage is here: <http://bit.ly/2OABfrw>
- We're still seeing coverage trickle in from Erin Gifford's hosted stay back in July, including this piece: <https://kidventurous.com/kids-bend-oregon/>
- The *Mercury News* included Winterfest and The People's Tree in their roundup of three must-see Oregon festivals this winter: <https://bayareane.ws/2RHqkOB>
- The *Washington Post* did a cool feature on the Oregon Desert Trail, which included mentions of the Oregon Badlands Wilderness and ONDA: <https://wapo.st/2JNF4ss>
- *Business Insider* included Bend in their roundup of the 50 best ski resorts to visit this winter in the US and Canada: <https://read.bi/2Ozeswa>
- We really loved the Travel Channel's recent piece on 10 reasons to visit Bend: <http://bit.ly/2QtTa4K>
- WiseBread.com (a budget-conscious travel site) featured Bend in their roundup of 7 affordable cities for a craft beer road trip: <http://bit.ly/2RI2nXt> (sidenote: frugal travel is especially trendy right now)
- Departures.com included Bend in their roundup of the best ski spots in the U.S.: <http://bit.ly/2OzNjcn>
- Back in May, we tag-teamed with COVA and Mt. Bachelor to host Ted Alvarez for a piece he was doing in the Alaska Airlines in-flight magazine. That piece just appeared in their November 2018 issue.
- *1859* magazine just did a fabulous article on shoulder season travel to Bend.

(over)

Upcoming coverage and other PR initiatives

- In early-October we had a visit from Matt Watrodaowski with Moon Travel Guides doing a segment on Bend travel. He'll mostly be focused on camping, but we made sure to expose him to things like Bunk & Brew that cater to that crowd.
- In December we're hosting a pair of travel writers from Portland and Seattle (Rachel and Brittany, respectively) for an itinerary we're building around "the ultimate girls' getaway for winter."
- During the first part of 2019, we'll host Tim Warrington, a New Zealand travel journalist working on a piece for New Zealand's top selling magazine AA Directions. He also writes for the New Zealand Herald's travel section and New Zealand's biggest online travel news site stuff.co.nz

What's happening on Facebook

- Will skip this part of the presentation in light of this meeting's heavy emphasis on financials. Generally speaking, we continue to focus on a strong mix of video, stunning photos, and engagement-building tactics like giveaways, either/or photo questions, "roll call" and "poll time" posts that solicit comments, and conversations in the comment trail.



Visit Bend Sales Update – 11.13.2018

Key Updates

1. 2019 USA Climbing Bouldering National Championships – February 1-3 & 8-10 2019. 750+ participants plus families and support staff.
2. 2018 Single Speed World Championship – October 20, 2018, 1,300 participants
3. Halloween Cyclocross Crusades – November 3-4, 2018 1000+ participants
4. 2018 Bend Ale Run – November 10, 2018, 900+ participants
5. Bend to host International Snow Science Workshop – September, 2022, 950+ attendees
6. Columbia River Volkssport Club – September 2019, 200+ participants

Key Groups/Events we are actively pursuing

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