



VISIT BEND

A G E N D A

Board of Directors Meeting

September 18, 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. May minutes
- II. Approval of FY19 Business Plan and new Visit Bend Cash Reserve Policy
- III. Financial Report (5 minutes)
 - a. Scott Greenstone will brief the board on FY18 YTD finances.
 - i. Visit Bend
 - ii. BCTF
- IV. New COVA President/CEO (5 minutes)
 - a. Julia Theisen Introduction
- V. Tourism Industry Briefing (5 minutes)
 - a. Kevney will brief the board on tourism industry news.
 - i. TRT
 - ii. Occupancy data
 1. STR & Airdna
- VI. BCTF – Noelle & Michelle Mercer (5 Minutes)
 - a. BCTF Public Meeting on October 17th from 10am-12pm (Location TBD)
 - b. Executive Committee to meet on September 21st.
- VII. Marketing Update (10 Minutes)
 - a. Nate will brief the board on marketing related activities.
- VIII. Public Relations and Social Media Update (5 minutes)
 - a. Tawna will update the board on PR and social media activity.
- IX. Group Sales Updates (5 minutes)
 - a. Hank will brief the board on group sales activity.
- X. VB Board Leadership (5 minutes)
- XI. Board Roundtable (5 minutes)
- XII. Public Comment (10 minutes)

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VISIT BEND

**Visit Bend Board of Directors Meeting Minutes
May 15, 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, Brent McLean, John McLeod, Erick Trachsel, Paige Robinson, Noelle Fredland, Scott Greenstone, Cayla Gleaton, Jason Lusk, Lisa Sidor

Absent: Erick Trachsel

Guests: Wendy Roe, Bret Graham, John Flannery, Raul Ainardi, Olivia Inman, Stephanie McNeil, Carla Moore, Carolyn Eagan, Michelle Pighin, Mike Willock.

Call to Order

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

Meeting Minutes Approval

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

Financial Report

Scott Greenstone stated that the organization is tracking as expected. City funding is .2% over budget. Personnel and overhead expenses are very close to budget. The main material difference is in sales and marketing expenses. They are under budget approximately 10%. This is anticipation of a shortfall in City funding that will occur in June. The City had instructed Visit Bend to include \$260,000 in prior year funding in the Fiscal Year '18 budget. Later, the City determined that the \$260,000 did not exist and was an accounting error. Visit Bend has adjusted spending to compensate for this.

Tourism Industry Briefing

Kevney Dugan presented the most recent TRT and occupancy numbers. April looks strong. Demand and ADR were up for the month.

Kevney also stated there was a recent hearing on May 8 for the ORLA vs. City of Bend lawsuit. The judgement should happen within the next 60 days.

Business + Marketing Plan

Kevney presented an overview of the Business + Marketing Plan. The plan will be emailed to the Board for review and the Board will vote via email on whether to accept the plan. BEDAB received a draft of the plan on May 7. The next BEDAB meeting, where a final approval vote will be conducted, will be on Monday, May 21.

Marketing Update

Kevney introduced Wendy Roe from Smartz who is the project lead on the new Visit Bend website. The website launched (soft-launch) yesterday.

Nate Wyeth discussed recent marketing highlights. Details are available in the Board Packet. A new Bend Ale Trail Atlas will be printed in June.

website redesign in the organization's history.

Nate also played the new summer TV commercial that was recently completed as part of the Share Bend campaign.

Public Relations and Social Media Update

Tawna Fenske showed recent media coverage and presented Facebook highlights. More details are available in the Board Packet. She also covered recent FAM tours in collaboration with COVA and Mt. Bachelor.

Group Sales Updates

Hank Therien discussed key group sales updates. Additional details are available in the Board Packet.

Board Roundtable

Noelle Fredland said they announced their 17th concert on Monday. There are more concerts scheduled for this summer at the Les Schwab Amphitheater than ever before.

Alan Dietrich said that business is growing. They are seeing competition from other local distilleries.

Brent McLean stated that they have sold Eagle Crest Resort. Brasada will have a banner year.

Matt Williams said that spring has been strong and summer looks good. Booking windows seem to be longer.

Paige Robinson is getting ready for summer. Bookings seem down for Pole, Pedal, Paddle. She is excited for the Love Lists feature.

Michelle Mercer said that rafting season is underway.

John McLeod said there are two weeks left in the season. March and April have been strong. They will offer mountain biking starting in June as well as on closing weekend.

Dave Nissen stated that September and October have become strong months for Bend tourism. Corporate groups have started to come in during April and May, bolstering a time of year when additional tourism is needed.

Public Comment

Raul Ainardi said there are in the third month of the new Red Lion on Butler Market and are doing a remodel of the property.

Mike Willock of Outriders NW just moved to Bend from Jackson, WY.

Bret Graham reports a lot of people coming to The Bend Tour Company seeking information on Bend and is looking forward to continuing the business alliances that have built.

Carolyn Eagan stated that there is paving work going on downtown. They will be providing information on construction projects on the City of Bend website. The City is working closing with the businesses that may be impacted.

The meeting was adjourned at 9:15 a.m.

Notes by: Valerie Warren

May 15, 2018



VISIT BEND

Reserve Fund Proposal

Cash Reserve Policy: Visit Bend will maintain two separate reserve funds as outlined below.

1. A **Wind Down** reserve fund consisting of restricted cash reserve fund in a money market account equal to an estimate of three months of operating costs. In the event that Visit Bend is dissolved, the Board of Directors, may approve accessing cash reserve funds to finance a three month phase-out of Visit Bend operations. Currently this cash reserve is set at **\$100,000**.
2. A second reserve fund that is to be used for:
 - a. **Unbudgeted marketing or operational opportunities:** The Board reserves the right to approve accessing cash reserve funds to participate in special unbudgeted marketing or operational opportunities.
 - b. **Unbudgeted capital expenditures:** The Board reserves the right to approve accessing cash reserve funds to finance unbudgeted capital expenditures.

This cash reserve fund will be funded over several years until the balance reaches **\$750,000**.

Each year, as the annual Business Plan is prepared, the budget for the next fiscal year's transient room tax collections will be reviewed. When it is anticipated that the TRT collected will be a minimum 103% of the current year's budgeted amount, Visit Bend will allocate 5% of the upcoming fiscal year's overall budget to this reserve fund. This will be included in the Business Plan proposed to BEDAB and City Council.

Use of cash reserve funds requires a majority vote from the Board of Directors. In all instances, Board approval to spend cash reserve funds must be accompanied by a written plan and specific timeline to replace those funds within a time period and strategy deemed reasonable by a majority vote of the Board of Directors.

Visit Bend reserves the right to review and to make changes to the Reserve Fund policy on an annual basis, as long as policy changes are approved by a majority vote of the Board of Directors.

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	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	
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	65,878	100,892	100,892	-	-	-	-	-
PLUS Receipts	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interest Income	6	2	3	11	5	5	5	5	5	11	11	11	12	14	15	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Receipts	6	2	3	11	5	5	5	5	5	11	11	11	12	14	15	-	-	-	-	-
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	100,892	100,908	-	-	-	-	-	-

Bank Account Summary

BOTC - Rainy Day Reserve MM	306,039	327,974	636,139	827,606	866,435	815,430	605,220	418,384	175,752	210,056	264,184	89,511	124,242	232,890	-	-	-	-	-	-
BOTC - Checking	65,800	65,806	65,817	65,817	65,822	65,828	65,834	65,839	65,844	65,855	65,866	65,878	100,892	100,908	-	-	-	-	-	-
BOTC - Money Market	400	400	400	400	400	400	400	400	400	400	400	400	400	400	-	-	-	-	-	-
Petty Cash	400	400	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	225,534	350,950	-	-	-	-	-	-

No assurance is provided

Visit Bend

Budget-to-Actual P&L Analysis

For the period ended August 31, 2018

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	420,222	452,583	(32,361)	(7.2%)	740,554	773,412	(32,859)	(4.2%)
City Funding - Prior Years	(8,775)	(8,775)	0	(0.0%)	(17,550)	(17,551)	1	(0.0%)
Retail Sales	15,049	11,118	3,931	35.4%	29,789	30,610	(822)	(2.7%)
Advertising	9,234	12,741	(3,507)	(27.5%)	17,981	35,075	(17,094)	(48.7%)
Event Revenue	-	-	-	100.0%	-	-	-	100.0%
Other Revenue	-	-	-	0.0%	-	-	-	0.0%
Total	435,730	467,667	(31,937)	(6.8%)	770,773	821,547	(50,773)	(6.2%)
Personnel Expenses								
Base Pay	43,934	43,215	719	1.7%	86,906	85,151	1,754	2.1%
Overtime	-	-	-	0.0%	171	-	171	0.0%
Incentive Pay	-	-	-	0.0%	-	-	-	0.0%
Payroll Taxes	3,424	3,129	296	9.4%	6,880	6,165	715	11.6%
Employee Benefits	8,233	6,344	1,888	29.8%	15,034	12,689	2,345	18.5%
Total	55,591	52,688	2,903	5.5%	108,991	104,005	4,986	4.8%
Sales & Marketing Expenses								
Cultural Tourism Fund	31,609	34,036	(2,427)	(7.1%)	55,725	58,190	(2,464)	(4.2%)
Visitor Development Fund	29,083	37,000	(7,917)	(21.4%)	39,083	44,500	(5,417)	(12.2%)
Online Mktg	10,031	14,483	(4,452)	(30.7%)	21,903	27,466	(5,563)	(20.3%)
Photo	500	800	(300)	(37.5%)	1,750	2,100	(350)	(16.7%)
Print	-	-	-	0.0%	145	5,000	(4,855)	(97.1%)
Production	4,334	4,605	(271)	(5.9%)	6,912	9,209	(2,297)	(24.9%)
Radio	8,400	9,000	(600)	(6.7%)	8,400	9,000	(600)	(6.7%)
Trade Shows	4,250	8,000	(3,750)	(46.9%)	4,250	8,000	(3,750)	(46.9%)
TV	6,600	7,000	(400)	(5.7%)	6,600	7,000	(400)	(5.7%)
Collateral	4,250	7,000	(2,750)	(39.3%)	8,488	14,000	(5,512)	(39.4%)
Postage	400	2,000	(1,600)	(80.0%)	4,514	4,000	514	12.8%
Public Relations	532	500	32	6.3%	573	1,000	(427)	(42.7%)
Promotions	1,028	3,000	(1,972)	(65.7%)	9,023	13,000	(3,977)	(30.6%)
Research	2,400	-	2,400	0.0%	2,400	2,310	90	3.9%
Web. Dev.	159	3,300	(3,141)	(95.2%)	159	5,250	(5,091)	(97.0%)
Travel & Meals	1,450	2,000	(550)	(27.5%)	1,460	3,000	(1,540)	(51.3%)
Retail Purchasing	15,930	14,620	1,310	9.0%	32,469	27,069	5,401	20.0%
Total	120,954	148,502	(27,547)	(18.6%)	237,727	302,409	(64,682)	(21.4%)
Overhead Expenses								
Building Lease	4,906	4,906	-	0.0%	9,406	9,505	(99)	(1.0%)
Building Maintenance	2,722	1,000	1,722	172.2%	3,634	2,000	1,634	81.7%
Equipment Lease & Maint.	371	450	(79)	(17.5%)	587	900	(313)	(34.8%)
Professional Fees	4,250	4,250	-	0.0%	9,867	8,500	1,367	16.1%
Office Supplies	1,102	1,000	102	10.2%	1,858	2,000	(142)	(7.1%)
Utilities	937	1,042	(105)	(10.1%)	1,769	2,083	(314)	(15.1%)
Bank Fees	502	417	85	20.5%	912	833	79	9.5%
Dues & Subscriptions	5,818	6,810	(992)	(14.6%)	5,927	11,120	(5,193)	(46.7%)
Insurance	158	575	(417)	(72.5%)	317	1,150	(833)	(72.5%)
Licenses & Permits	-	183	(183)	(100.0%)	150	367	(217)	(59.1%)
Education & Training	795	100	695	695.0%	860	200	660	330.0%
Network & Telco	2,246	1,000	1,246	124.6%	3,016	2,000	1,016	50.8%
Non-Capital IT	-	-	-	0.0%	-	-	-	0.0%
Depreciation & Amort.	800	800	-	0.0%	1,600	1,600	-	0.0%
Interest Expense	(16)	(17)	1	(6.3%)	(30)	(33)	3	(9.9%)
Total	24,591	22,516	2,076	9.2%	39,872	42,225	(2,352)	(5.6%)
Total Expenses	201,137	223,706	(22,569)	(10.1%)	386,590	448,639	(62,049)	(13.8%)
Surplus (Deficit)	234,593	243,961	(9,368)	(3.8%)	384,183	372,908	11,275	3.0%
Surplus (Deficit) %	53.8%	52.2%	1.7%		49.8%	45.4%	4.5%	

No assurance is provided

Visit Bend

Financial Performance Analysis

For the period ended August 31, 2018

1) Operating Analysis

<p>a) Revenue:</p>	<p>Aug18 Revenue was under budget by $-\\$31.9K$ (-6.8%) overall. This variance consisted primarily of an expected City Funding - Current Year underage of $-\\$32.4K$ (-7.2%), a Retail Sales overage of $+\\$3.9K$ (+35.4%) and an Advertising underage of $-\\$3.5K$ (-27.5%). YTD FY 2019 Revenue was under budget by $-\\$50.8K$ (-6.2%) overall. This variance consisted primarily of an expected City Funding - Current Year underage of $-\\$32.9K$ (-4.2%), a Retail Sales underage of $-\\$0.8K$ (-2.74%) and an Advertising underage of $-\\$17.1K$ (-48.7%).</p>
<p>b) Personnel Expenses:</p>	<p>Aug18 Personnel Expenses were over budget by $+\\$2.9K$ (+5.5%). YTD FY 2019 Personnel Expenses were over budget by $+\\$5.0K$ (+4.8%).</p>
<p>c) Sales & Marketing Expenses:</p>	<p>Aug18 Sales & Marketing expenses were under budget by $-\\$27.5K$ (-18.6%), due to a combination of timing differences between budgeted actual expenses in several categories. YTD FY 2019 Sales & Marketing expenses were under budget by $-\\$64.0K$ (-21.2%), due to a combination of timing differences between budgeted actual expenses in several categories.</p>
<p>d) Overhead Expenses:</p>	<p>Aug18 Overhead expenses were over budget by $+\\$2.1K$ (+9.2%) overall, due to various variances caused by timing differences. YTD FY 2019 Overhead expenses were under budget by $-\\$2.4K$ (-5.6%) overall, due to various variances caused by timing differences.</p>
<p>e) Surplus (Deficit):</p>	<p>Aug18 Surplus of $\\$234.6K$ (53.8%) was under budgeted Surplus of $\\$244.0K$ (+52.2%) by $-\\$9.4K$ (+1.7% profitability points) primarily due to under budget Revenue partially offset by Sales & Marketing expenses. YTD FY 2019 Surplus of $\\$383.5K$ (49.8%) was over budgeted Surplus of $\\$372.9K$ (+45.4%) by $+\\$10.6K$ (+4.4% profitability points) primarily due to under budget Revenue partially offset by Sales & Marketing expenses.</p>

2) Cash Flow & Balance Sheet Analysis

<p>a) Cash Flow Summary:</p>	<p>In Aug18, Cash increased by $+\\$125.4K$ to a month-end balance of $\\$351.0K$. YTD 2019 Cash increased by $+\\$195.2K$ to a period-end balance of $\\$351.0K$.</p>
<p>b) Balance Sheet:</p>	<p>The Balance Sheet remained healthy as of Aug18, in terms of both "liquidity" (Current Ratio of 5.0) and "leverage" (Debt to Equity Ratio of 0.2). 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.</p>

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

For the period ended August 31, 2018

	Current Month			Year-to-Date			
	Actual	Budget	Variance	Actual	Budget	Variance	Var. %
Revenue *							
City Funding - Current Year	31,517	33,944	(2,427)	55,542	58,006	(2,464)	(4.2%)
City Funding - Prior Years	(658)	(658)	0	(1,316)	(1,316)	0	(0.0%)
Other Revenue	750	750	0	1,500	1,500	0	0.0%
Total	31,609	34,036	(2,427)	55,725	58,190	(2,464)	(4.2%)
Operating Expenses							
Grant Administrator: Contract & Travel	1,913	2,000	(88)	1,913	4,000	(2,088)	(52.2%)
Grants Management System Subscription	-	625	(625)	-	1,250	(1,250)	(100.0%)
Professional Fees	750	750	-	1,500	1,500	-	0.0%
Marketing & Communications	-	100	(100)	-	200	(200)	(100.0%)
Meeting Expenses & Office Supplies	70	50	20	70	100	(30)	(30.3%)
Travel Expenses	-	83	(83)	-	167	(167)	(100.0%)
Other Expenses	-	17	(17)	-	33	(33)	(100.0%)
Total	2,732	3,625	(893)	3,482	7,250	(3,768)	(52.0%)
Surplus (Deficit)	28,876	30,411	(1,534)	52,243	50,940	1,303	2.6%
Fund Balance - Before Grants				250,414	92,269	158,145	171.4%
Cultural Tourism Fund Grants				162,944	157,500	5,444	3.5%
Fund Balance - After Grants				87,470	92,269	(4,798)	(5.2%)

* 7.5% of Total Visit Bend City Funding Revenue

No assurance is provided

Bend Cultural Tourism Fund Financial Performance Summary

For the period ended August 31, 2018

a) Revenue:	Aug18 Revenue of \$31.6K was under budget of \$34.0K by -\$2.4K (-7.1%).
b) Operating Expenses	Aug18 Operating Expenses of \$2.7K were over budget of \$3.6K by -\$0.9K (-24.6%).
c) Cultural Tourism Fund Grants	For the FY 2018 Grants Cycle, \$205K of Grants were pledged in Jun18, and through Aug18 \$153.8K of these Grants were paid out, leaving a pledged but unpaid FY 2018 grants of \$51.3K as of Aug18. For the FY 2017 Grants Cycle, \$197.3K of Grants were pledged in Jun17, and through Aug18 \$185.1K of these Grants were paid out, leaving pledged but unpaid FY 2017 grants of \$12.2K as of Jul18.
d) Fund Balance - After Grants	As of Aug18, Fund Balance - After Grants was \$87.5K.
e) Available Funds to Grant in FY 2019	The FY 2019 Budget is for \$185K.



MARKETING UPDATES: SEP 2018

SUMMER MEDIA BUY

- Visit Bend's Summer Media Buy officially ended Sunday
 - Partners for this summer included Entercom, Comcast, and OPB, supplemented by a targeted digital and social campaign.
 - Creative included several summer tv spots, radio ads, and digital pieces on Facebook, Instagram, and Google networks.
 - Geographically, the campaign targeted the Portland and Eugene DMAs along the I-5 corridor.
 - With August numbers still pending, 963 spots have been aired with over 2.5 million impressions served. This is the smallest summer campaign Visit Bend has ever run in order to keep shoulder and winter season campaigns at the same level as last year despite the cut in city funding.

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 board meeting, Bend-related pages on TripAdvisor have seen 780,580 pageviews with a CTR of and above average 1.4%.
- This week, all ads will be shifting to fall season creative for outdoors, 10th Month, and Bend Ale Trail Month promotions.

VISIT BEND INFLUENCER PROGRAM

Over the course of the summer, Visit Bend contracted with six Instagram influencers who've previously visited to promote the new website and trip-planning tool. They spanned a cross section of affinities and geographic markets in order to have a maximum impact.

NEW CREATIVE – TV + RADIO

Visit Bend's creative bullpen is hard at work on a myriad of new radio commercials that will air throughout the fall and winter and into the spring. Covering all demographics including families, beer drinkers, active adventurers, and even the political season, we're looking forward to sharing the produced spots with you next month. We will also begin airing our fall Share Bend TV spot this Friday.

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: 1,313,495 // Total unique visits: 907,191 // Pageviews: 3,025,418
 - Geo: PDX (26.88%), BND (18.08%), SEA (13.66%), SFO (6.95%)

BEND ALE TRAIL

- To date, over 37,500 people have completed the Bend Ale Trail. A new Atlas has been printed with two breweries adding, bringing the total to 18.
- The Bend Ale Trail Month advertising campaign will officially launch on 10.22 and will include:
 - A robust digital campaign with Hulu, Spotify, Sojern, Google, Facebook, and SF Gate. Hulu replaces Comcast for TV this year for the first time.
 - On the radio side of things, we're again partnering with Entercom with celebrity endorsements and visits, OPB, and KEXP. All radio campaigns will also have a digital component to them.

SOCIAL MEDIA SINCE – PAST SIX MONTHS

- **Facebook:** 6.2 million impressions, 125.7k post engagements, 23.1k link clicks to visitbend.com.
- **Instagram:** 44.9k followers, 103.3k engagements.

####



Public Relations Updates: September 18, 2018

Press coverage from recent months:

- The Alaska Airlines in-flight magazine had a terrific piece in the August issue about late-summer/early-fall travel to Bend.
- The FAM trip we tag-teamed last spring with Mt. Bachelor and COVA yielded some great results that continued trickling in throughout spring/summer. Yusef Roach's piece for UPROXX was one of the most unique pieces of coverage we've seen: <http://bit.ly/2rKR9XI>, and Heather Hansman's piece on the Ultimate Multi-Sport Day in Bend was also terrific: <http://bit.ly/2p6WPJX>
- We hosted journalist Erin Gifford in July (thank you to the new Best Western Premier for her lodging). She was on assignment for TravelChannel.com and also writes for CNN.com, AAA Traveler, Fodors, and GoEscape.com. Most of that coverage hasn't appeared yet, but here's one she did for Reader's Digest: <http://bit.ly/2x949ZU>
- Fodors.com spotlighted Bend in their piece about small-town Fourth of July festivals: <http://bit.ly/2z6VaMc>. TravelChannel.com did likewise: <http://bit.ly/2N9XpoB>
- TravelChannel.com did a cool piece on coffee shops that double as motorcycle shops (of course, including Spoken Moto in Bend): <http://bit.ly/2QtvZrW>
- Forbes.com did a piece on Bend staying the way it was despite the transplant influx (kudos to Erick at the Riverhouse for working with them on this): <http://bit.ly/2OjWPRT>. The same journalist did an excellent spotlight on Bend's culinary scene as well: <http://bit.ly/2MvQe4Q>
- Bend was included in Conde Nast Traveler's roundup of the friendliest cities in the U.S.: <http://bit.ly/2p2Y8cN>
- We worked with the *Spokesman Review* out of Spokane for a spotlight on the Bend Ale Trail in July: <http://bit.ly/2p2KypU>
- *Outside* magazine included the Deschutes River Trail in their roundup of the country's most scenic urban running trails: <http://bit.ly/2CRCZfy>
- *Northwest Travel* magazine did a nice piece on cave tours that mentioned Lava River Cave.

(over)

Upcoming coverage and other PR initiatives

- This summer marked the return of summer media visits since we initiated a hiatus on them four years ago. We were selective in who we hosted, focusing on family travel, culinary, and arts and culture. Some of our visiting journalists included:
 - Frederick “Rico” Reimers from *Outside* magazine
 - Erin Gifford (TravelChannel.com, CNN.com, AAA Traveler, Fodors, and GoEscape.com)
 - John Nelson (*Seattle Times*, *LA Times*, *Spokesman-Review*)
 - Kelly Skeen (*American Art Collector* magazine and a freelancer for several other arts publications)

What’s happening on Facebook

- Keeping engagement high is one of our key goals right now. Contests, games where people share their own photos (pets and smooches are two recent examples), and giveaways are all popular strategies right now.
- Kelli’s Monday Instagram roundups are extremely popular, and serve to drive traffic to another booming social media channel.
- Our annual blog post about floating the river remains one of our most popular posts, and we use Facebook to drive traffic to that (and to our blog, where they’ll hopefully discover additional posts).
- Live video is performing well lately, so we try to do 2-3 of these a week. Top performers from the summer have been Pet Parade, pre-concert footage from the Les Schwab Amphitheater, Bend Brewfest, and weekly features from different vantagepoints on the river.
- Responding to comments (even calling out snark) is one way to keep engagement high.
- In-the-moment posts about unique weather events (first snow, a rainstorm in the middle of forest fire season, etc.) remain some of our most popular posts.



Visit Bend Sales Update – 9.18.2018

Key Updates

1. 2019 USA Climbing Bouldering National Championships – February 1-3 & 8-10 2019. 550+ participants plus families and support staff.
2. 2018 Single Speed World Championship – October 20, 2018. 1,500 participants
3. Halloween Cyclocross Crusades – November 3-4, 2018
4. 2018 Bend Ale Run – November 10, 2018. Registration up more than 25%
5. 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 2019, 250 trail runners/promoters
3. USA Track & Field Trail Half Marathon National Championships – September 2019
4. International Snow Science Workshop – October, 2022, 900+ attendees,
5. World of Wrestling, Western Worlds – May or November 2019, 3,000 athletes
6. USA Judo 2020 Youth Championships- March 2020, 700 athletes + families and staff
7. USA Boxing Western Regional – March 2021, 800+ athletes
8. Scripps National Spelling Bee – Fall 2020, 250+ youth from Oregon (not Multnomah Co.)
9. USA Weightlifting American Open Series – September or December 2019, 900+ athletes,
10. USA Cycling Cyclocross National Championships – December 2022, 1,500 athletes
11. Oregon Athletic Directors Association Annual Conference – April 2019, 300+ ADs
12. NAIA Men's Golf Nationals – May 2020 & 2021 – 550 athletes and family
13. NAIA Women's Golf Nationals – May 2020 & 2021 – 400 athletes and family
14. NAIA Cross-Country National Championships – Nov. 2020 & 2021 - 640 runners
15. NAIA Wrestling Nationals – March 2020 & 2021 – 300 Athletes
16. NAIA Men's Division II Basketball Championships – March 2020 & 2021, 700 athletes
17. National Bicycle Tourism Conference – November 2022, 250+ bicycle tour operators
18. USA Orienteering World Mountain Bike Orienteering Championships – Spring 2022
19. American Academy of Advertising Annual Conference – Spring 2021, 200+ attendees
20. American Cribbage Congress Grand Nationals – October 2020, 600 participants
21. USA BMX Fall Grand Nationals – October 2019, 1,000 Athletes