



VISIT BEND

A G E N D A

Board of Directors Meeting

January 22, 2019 – 8:00 a.m. at the Bend Visitor Center - 750 NW Lava Road, Bend, OR, 97703

- I. Approval of Minutes from Previous Board Meeting
 - a. November minutes
- II. Financial Report (10 minutes)
 - a. Scott Greenstone will brief the board on FY19 YTD finances
- III. Tourism Industry Briefing (10 minutes)
 - a. Kevney will brief the board on tourism industry news
 - i. TRT through November 2018
 - ii. Lodging data through December 2018
 - iii. Community Survey
- IV. Marketing Update (15 Minutes)
 - a. Nate & Kelli will brief the board on winter marketing efforts, website updates, and other marketing related projects
- V. Public Relations and Social Media Update (5 minutes)
 - a. Tawna will update the board on PR and blog activity
- VI. BCTF Update (5 Minutes)
 - a. Valerie will brief the board on the Bend Cultural Tourism Fund
- VII. Group Sales Updates (5 minutes)
 - a. Kevney will brief the board on group sales activity
- VIII. Board Roundtable (10 minutes)
- IX. Public Comment (10 minutes)

#



Visit Bend Board of Directors Meeting Minutes November 13, 2018

Location: Bend Visitor Center

Present: Kevney Dugan, Valerie Warren, Nate Wyeth, Tawna Fenske, Hank Therien, Kelli Carrow, Erick Trachsel, Alan Dietrich, Paige Robinson, Michelle Mercer, Noelle Fredland, Jason Lusk, Lisa Sidor, Cayla Gleaton, Scott Greenstone

Absent: John McLeod - Reese Thedford attending; Brent McLean - Eric Miller attending; Matt Williams

Guests: Wes Price, Heather McMeekin, Troy Kerr, Ashley Mitchell, Olivia Evers, Stephanie McNeil, Suzanne Roig, Julia Theisen

Call to Order

Chair Noelle Fredland called the meeting to order at 8:00 a.m. Introductions followed.

Meeting Minutes Approval

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

Annual Financial Review

Wes Price and Heather McMeekin presented the report for the annual financial review. Price Fronk & Co. has been performing financial reviews for several years. This was in lieu of an audit requirement when the Visitor and Convention Bureau originally split off from the Chamber of Commerce. It provides accountability for the Board of Directors. Total current assets declined due to intention spending. Timing differentials can contribute to a significant change in cash position.

The differential in total revenues is based on City funding. There was a \$256,000 anticipated amount from the City that was not collected as the City had discovered this amount was based on an accounting error. Spending was decreased to compensate for the reduced revenue amount.

The footnotes describe the building lease, etc.

Price Fronk & Co. is issuing a clean review report.

Financial Report

Scott Greenstone discussed current finances. The profit and loss statement shows that revenue and expenses are tracking close to budget. City Funding is about 2.5% over budget year-to-date. Personnel expenses and sales and marketing expenses are close to budget. Scott presented a summary of the cash reserve and bank account funds. More detail is included in the Board Packet.

Scott also gave an update on the Bend Cultural Tourism Fund finances.

Scott pointed out that during the past fiscal year the City of Bend changed their remittance timing.

Michelle Mercer moved to approve the Financial Report. Paige Robinson seconded. The report was unanimously approved.

Kevney Dugan covered recent tourism numbers. September TRT was up 10.3% September numbers reported by STR was also up year-over-year. Kevney discussed the AirDNA metrics as well. Kevney anticipates that October will be strong as well.

Bend Cultural Tourism Fund Update

There is a recommendation to redefine some of the Commission positions. The Commission has also made some specific recommendations for appointments. Kevney will be following up with the Board for an official vote.

Kevney gave an overview of the upcoming grant timeline. The next meeting will be held on December 10th.

Marketing Update

Troy Kerr from DVA presented an overview on the upcoming media buy. Goals are to increase TRT and increase web traffic. Primary markets are Portland, Seattle, Bay Area. The strategy is to deliver high awareness and drive traffic to the Visit Bend website. They are also leveraging marketing with Mt. Bachelor, especially during the winter. The platform breakdown is across TV/streaming, digital, and radio. DVA has been working with Sojern, a program that allows tracking related to hotel and flight bookings based on the campaign. Mt. Bachelor is also participating.

Nate Wyeth said that the Bend Ale Trail Month campaign is underway, mostly with a digital focus.

The TripAdvisor DMO partnership is showing a large amount of traffic and continues to provide great value. There is an opportunity to buy into a TripAdvisor co-op with Travel Oregon.

The marketing team has also been working on a DMO program with Google.

Website total visits are slight up year-over-year. San Francisco related traffic is up about 2%.

To date approximately 40,000 people have completed the Bend Ale Trail. Bend Ale Trail Month and related events have been success and well-attended.

The Designated Driver program was recently launched as part of the Bend Ale Trail program.

Overall, social media engagement appears to be increasing.

More details are available in the Board Packet.

Public Relations and Social Media Update

Tawna Fenske covered highlights from this summer's PR FAM trips as well as recent press coverage.

Budget-friendly travel is trending.

Tawna is seeing a shift away from live video posts on Facebook. Sunsets, sunrises, in-the-moment posts continue to perform well.

Upcoming media visits include a girls' weekend group and a journalist from New Zealand.

More details are available in the Board Packet.

Group Sales Updates

Hank Therien stated that USA Climbing Bouldering National Championships are coming up soon in February 2019.

Halloween Cross Crusades and Single Speed World Championships were successful events.

The International Snow Science Workshop with over 900 participants is scheduled for next September.

More details are available in the Board Packet.

Board Roundtable

Michelle Mercer said that Sun Country Tours had a great season.

Eric Miller stated that Northview Hotel Group had a good October.

Reese Thedford said that last season at Mt. Bachelor was flat. Opening Day has not been scheduled at this time.

Erick Trachsel recently did a media tour in New York. There was a lot of interest in Central Oregon.

Noelle Fredland reported that the U.S. Capitol Christmas tree stop in the Old Mill District was very well attended - the largest so far.

Public Comment

The meeting was adjourned at 9:06 a.m.

Notes by: Valerie Warren
November 13, 2018

Visit Bend
Financial Performance Analysis
 For the period ended December 31, 2018

1) Operating Analysis

a) Revenue:	Dec18 Revenue was over budget by +\$2.0K (+1.2%) overall. This variance consisted primarily of an expected City Funding - Current Year overage of +\$9.5 (+7.2%), a Retail Sales underage of -\$7.7K (-22.87%) and an Advertising overage of +\$0.2K (+1.3%). YTD FY 2019 Revenue was over budget by +\$41.7K (+2.2%) overall. This variance consisted primarily of a City Funding - Current Year overage of +\$61.5K (+3.4%), a Retail Sales underage of -\$11.2K (-11.3%) and an Advertising underage of -\$10.4K (-13.1%).
b) Personnel Expenses:	Dec18 Personnel Expenses were over budget by +\$2.6K (+4.1%). YTD FY 2019 Personnel Expenses were over budget by +\$4.5K (+1.4%).
c) Sales & Marketing Expenses:	Dec18 Sales & Marketing expenses were over budget by +\$8.7K (+4.4%), due to a combination of timing differences between budgeted actual expenses in several categories. YTD FY 2019 Sales & Marketing expenses were under budget by -\$24.7K (-2.38%), due to a combination of timing differences between budgeted actual expenses in several categories.
d) Overhead Expenses:	Dec18 Overhead expenses were under budget by -\$2.2K (-12.8%) overall, due to various variances caused by timing differences. YTD FY 2019 Overhead expenses were under budget by -\$10.2K (-8.6%) overall, due to various variances caused by timing differences.
e) Surplus (Deficit):	Dec18 Deficit of -\$117.9K (-68.5%) was over budgeted Deficit of -\$110.8K (-65.1%) by -\$7.1K (-3.4% profitability points) primarily due to over budget Revenue and under budget Sales & Marketing expenses. YTD FY 2019 Surplus of \$481.4K (24.4%) was over budgeted Surplus of \$409.3K (21.2%) by +\$72.1K (+3.2% profitability points) primarily due to over budget Revenue and under budget Sales & Marketing expenses.

2) Cash Flow & Balance Sheet Analysis

a) Cash Flow Summary:	In Dec18, Cash increased by +\$72.9K to a month-end balance of \$865.5K. YTD 2019 Cash increased by +\$710.7K to a period-end balance of \$866.5K.
b) Balance Sheet:	The Balance Sheet remained healthy as of Dec18, in terms of both "liquidity" (Current Ratio of 2.9) and "leverage" (Debt to Equity Ratio of 0.5). 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

Budget-to-Actual P&L Analysis

For the period ended December 31, 2018

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	142,651	133,130	9,521	7.2%	1,869,361	1,807,815	61,546	3.4%
City Funding - Prior Years	(8,775)	(8,775)	0	(0.0%)	(52,650)	(52,652)	2	(0.0%)
Retail Sales	26,141	33,852	(7,712)	(22.8%)	88,334	99,542	(11,209)	(11.3%)
Advertising	12,185	12,034	151	1.3%	68,942	79,318	(10,376)	(13.1%)
Event Revenue	-	-	-	100.0%	1,500	-	1,500	100.0%
Other Revenue	-	-	-	0.0%	260	-	260	0.0%
Total	172,202	170,241	1,960	1.2%	1,975,747	1,934,022	41,724	2.2%
Personnel Expenses								
Base Pay	42,841	43,388	(547)	(1.3%)	255,597	260,107	(4,510)	(1.7%)
Overtime	-	-	-	0.0%	171	-	171	0.0%
Incentive Pay	15,024	10,200	4,824	47.3%	15,024	10,200	4,824	47.3%
Payroll Taxes	4,785	3,880	905	23.3%	21,598	19,570	2,028	10.4%
Employee Benefits	3,784	6,344	(2,560)	(40.4%)	40,064	38,067	1,997	5.2%
Total	66,434	63,813	2,621	4.1%	332,454	327,944	4,510	1.4%
Sales & Marketing Expenses								
Cultural Tourism Fund	10,791	10,077	714	7.1%	140,754	136,137	4,616	3.4%
Visitor Development Fund	12,170	-	12,170	0.0%	71,857	64,500	7,357	11.4%
Online Mktg	57,644	49,501	8,143	16.4%	269,361	255,768	13,593	5.3%
Photo	600	1,600	(1,000)	(62.5%)	4,708	10,000	(5,292)	(52.9%)
Print	3,074	-	3,074	0.0%	18,672	15,000	3,672	24.5%
Production	3,003	4,604	(1,601)	(34.8%)	27,424	41,625	(14,201)	(34.1%)
Radio	34,015	32,375	1,640	5.1%	103,505	112,128	(8,623)	(7.7%)
Trade Shows	-	500	(500)	(100.0%)	4,250	8,500	(4,250)	(50.0%)
TV	69,015	58,803	10,212	17.4%	153,461	157,606	(4,145)	(2.6%)
Collateral	1,664	7,000	(5,336)	(76.2%)	22,139	42,000	(19,861)	(47.3%)
Postage	674	2,000	(1,326)	(66.3%)	8,812	12,000	(3,188)	(26.6%)
Public Relations	-	500	(500)	(100.0%)	2,440	3,000	(560)	(18.7%)
Promotions	1,080	1,000	80	8.0%	48,785	45,500	3,285	7.2%
Research	-	2,500	(2,500)	(100.0%)	7,400	9,810	(2,410)	(24.6%)
Web. Dev.	8,971	1,800	7,171	398.4%	49,251	31,550	17,701	56.1%
Travel & Meals	1,870	2,500	(630)	(25.2%)	7,290	10,500	(3,210)	(30.6%)
Retail Purchasing	3,847	23,810	(19,962)	(83.8%)	67,064	78,646	(11,582)	(14.7%)
Total	208,418	199,728	8,691	4.4%	1,053,545	1,078,218	(24,673)	(2.3%)
Overhead Expenses								
Building Lease	4,800	4,906	(106)	(2.2%)	28,500	29,127	(627)	(2.2%)
Building Maintenance	1,025	1,000	25	2.5%	7,398	6,000	1,398	23.3%
Equipment Lease & Maint.	313	450	(137)	(30.4%)	1,793	2,700	(907)	(33.6%)
Professional Fees	4,000	4,250	(250)	(5.9%)	34,496	31,500	2,996	9.5%
Office Supplies	1,178	1,000	178	17.8%	6,029	6,000	29	0.5%
Utilities	881	1,042	(160)	(15.4%)	5,288	6,250	(962)	(15.4%)
Bank Fees	558	417	142	34.0%	2,568	2,500	68	2.7%
Dues & Subscriptions	388	1,810	(1,422)	(78.5%)	8,918	18,660	(9,742)	(52.2%)
Insurance	158	575	(417)	(72.5%)	950	3,450	(2,501)	(72.5%)
Licenses & Permits	-	183	(183)	(100.0%)	690	1,100	(410)	(37.3%)
Education & Training	-	100	(100)	(100.0%)	860	600	260	43.3%
Network & Telco	1,321	1,000	321	32.1%	6,581	6,000	581	9.7%
Non-Capital IT	-	-	-	0.0%	-	-	-	0.0%
Depreciation & Amort.	800	800	-	0.0%	4,800	4,800	-	0.0%
Interest Expense	(158)	(17)	(142)	850.0%	(543)	(100)	(443)	442.8%
Total	15,276	17,516	(2,239)	(12.8%)	108,372	118,587	(10,215)	(8.6%)
Total Expenses	290,129	281,056	9,073	3.2%	1,494,371	1,524,749	(30,378)	(2.0%)
Surplus (Deficit)	(117,927)	(110,814)	(7,113)	6.4%	481,376	409,273	72,102	17.6%
Surplus (Deficit) %	(68.5%)	(65.1%)	-3.4%		24.4%	21.2%	3.2%	

No assurance is provided

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

For the period ended December 31, 2018

	Current Month			Year-to-Date			
	Actual	Budget	Variance	Actual	Budget	Variance	Var. %
Revenue *							
City Funding - Current Year	10,699	9,985	714	140,202	135,586	4,616	3.4%
City Funding - Prior Years	(658)	(658)	0	(3,949)	(3,949)	0	(0.0%)
Other Revenue	750	750	-	4,500	4,500	0	0.0%
Total	10,791	10,077	714	140,753	136,137	4,616	3.4%
Operating Expenses							
Grant Administrator: Contract & Travel	-	2,000	(2,000)	7,450	12,000	(4,550)	(37.9%)
Grants Management System Subscription	190	625	(435)	190	3,750	(3,560)	(94.9%)
Professional Fees	750	750	-	4,500	4,500	-	0.0%
Marketing & Communications	-	100	(100)	-	600	(600)	(100.0%)
Meeting Expenses & Office Supplies	-	50	(50)	70	300	(230)	(76.8%)
Travel Expenses	-	83	(83)	-	500	(500)	(100.0%)
Other Expenses	-	17	(17)	-	100	(100)	(100.0%)
Total	940	3,625	(2,685)	12,210	21,750	(9,541)	(43.9%)
Surplus (Deficit)	9,851	6,452	3,399	128,544	114,387	14,157	12.4%
Fund Balance - Before Grants							
	326,715	155,716	170,999	326,715	155,716	170,999	109.8%
Cultural Tourism Fund Grants							
	188,671	205,000	(16,329)	188,671	205,000	(16,329)	(8.0%)
Fund Balance - After Grants							
	138,044	108,216	29,828	138,044	108,216	29,828	27.6%

* 7.5% of Total Visit Bend City Funding Revenue

No assurance is provided

Bend Cultural Tourism Fund Financial Performance Summary

For the period ended December 31, 2018

<p>a) Revenue:</p>	<p>Dec18 Revenue of \$10.8K was over budget of \$10.1K by +\$0.7K (+7.1%). Year to date FY 2019 Revenue of \$140.8K was over budget of \$136.1K by +\$4.6K (+3.4%)</p>
<p>b) Operating Expenses</p>	<p>Dec18 Operating Expenses of \$0.9K were under budget of \$3.6K by -\$2.7K (-74.1%). Year to date FY 2019 Operating Expenses of \$12.2K were under budget of \$21.8K by -\$9.5K (-43.9%).</p>
<p>c) Cultural Tourism Fund Grants</p>	<p>For the FY 2018 Grants Cycle, \$205K of Grants were pledged in Jun18, and through Dec18 \$167.3K of these Grants were paid out, leaving a pledged but unpaid FY 2018 grants of \$37.7K as of Dec18. For the FY 2017 Grants Cycle, \$197.3K of Grants were pledged in Jun17, and through Dec18 \$197.3K of these Grants were paid out, leaving pledged but unpaid FY 2017 grants of \$0K as of Dec18.</p>
<p>d) Fund Balance - After Grants</p>	<p>As of Dec18, Fund Balance - After Grants was \$138.0K.</p>
<p>e) Available Funds to Grant in FY 2019</p>	<p>The FY 2019 Budget is for \$185K and there should be no less than a \$190K FY 2019 available to grant at end of FY 2019.</p>

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	62,543	78,266	90,290	-	-	-	-	-	-
PLUS Receipts												
5% of Revenue	16,752	21,786	23,991	15,682	11,965	8,610	-	-	-	-	-	-
Interest Income	-	0	14	40	59	71	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Receipts	16,752	21,787	24,005	15,722	12,024	8,681	-	-	-	-	-	-
MINUS Disbursements												
Down Cycle Tourism Promotion	-	-	-	-	-	-	-	-	-	-	-	-
Bank Fees	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Disbursements	-	-	-	-	-	-	-	-	-	-	-	-
= Ending Balance	16,752	38,539	62,543	78,266	90,290	98,971	-	-	-	-	-	-

"Wind Down" Cash Reserve Fund

Beginning Balance	65,878	100,892	100,908	100,976	101,067	101,150	-	-	-	-	-	-
PLUS Receipts												
Interest Income	14	16	68	91	83	86	-	-	-	-	-	-
Other	35,000	-	-	-	-	-	-	-	-	-	-	-
Total Receipts	35,014	16	68	91	83	86	-	-	-	-	-	-
MINUS Disbursements												
Bank Fees	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Disbursements	-	-	-	-	-	-	-	-	-	-	-	-
= Ending Balance	100,892	100,908	100,976	101,067	101,150	101,236	-	-	-	-	-	-

Bank Account Summary

BOTC - Rainy Day Reserve MM	-	16,752	38,552	62,583	78,323	90,361	-	-	-	-	-	-
BOTC - Checking	159,242	232,890	424,071	764,751	613,703	674,504	-	-	-	-	-	-
BOTC - Money Market	65,892	100,908	100,976	101,067	101,150	101,236	-	-	-	-	-	-
Petty Cash	400	400	400	400	400	400	-	-	-	-	-	-
Total Cash	225,534	350,950	563,998	928,800	793,577	866,501	-	-	-	-	-	-

No assurance is provided

ROOM TAX COLLECTIONS

11:54 AM 1/14/19

DESCHUTES COUNTY - TRT COLLECTION		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE				
MONTH	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT		
JUL	\$ 726,977	4.7%	\$ 625,711	-13.3%	\$ 675,977	8.0%	\$ 769,447	12.8%	\$ 818,812	7.4%	\$ 915,369	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	\$ 220,864	-7.7%	\$ 262,341	18.8%	\$ 274,385	0.5%	\$ 312,772	13.8%	\$ 327,277	4.6%	\$ 392,810	23.2%	\$ 430,477	9.6%	\$ 474,466	10.1%	\$ 524,466	10.5%	\$ 574,466	9.5%	\$ 624,466	8.7%	\$ 674,466	8.0%
SEP	\$ 159,739	6.3%	\$ 137,059	-14.2%	\$ 110,719	-19.2%	\$ 129,320	16.8%	\$ 126,948	-1.8%	\$ 132,244	4.3%	\$ 131,461	-0.6%	\$ 135,905	3.4%	\$ 139,244	2.4%	\$ 139,244	0.0%	\$ 142,618	2.4%	\$ 146,000	2.3%
OCT	\$ 117,913	8.4%	\$ 103,767	-11.9%	\$ 112,113	8.0%	\$ 121,146	7.9%	\$ 109,785	-9.2%	\$ 109,785	0.0%	\$ 131,461	20.6%	\$ 135,905	3.4%	\$ 139,244	2.4%	\$ 142,618	2.4%	\$ 146,000	2.3%	\$ 149,383	2.3%
NOV	\$ 218,848	18.6%	\$ 188,521	-13.8%	\$ 199,866	6.0%	\$ 221,146	10.6%	\$ 202,290	-9.4%	\$ 202,290	0.0%	\$ 218,848	8.2%	\$ 235,905	7.8%	\$ 252,962	7.2%	\$ 270,019	6.7%	\$ 287,076	6.3%	\$ 304,133	5.9%
DEC	\$ 145,982	-32.4%	\$ 118,337	-18.5%	\$ 159,670	29.9%	\$ 143,076	-10.5%	\$ 143,076	0.0%	\$ 154,082	7.7%	\$ 155,032	0.6%	\$ 166,038	7.1%	\$ 167,038	0.6%	\$ 178,044	6.6%	\$ 179,044	0.6%	\$ 190,050	6.2%
JAN	\$ 105,982	-32.4%	\$ 121,854	14.8%	\$ 118,788	-2.5%	\$ 121,015	1.8%	\$ 121,015	0.0%	\$ 130,428	7.8%	\$ 130,428	0.0%	\$ 140,841	7.7%	\$ 140,841	0.0%	\$ 151,254	7.2%	\$ 151,254	0.0%	\$ 161,667	6.6%
FEB	\$ 84,134	-29.8%	\$ 90,000	7.0%	\$ 105,941	17.7%	\$ 121,015	14.2%	\$ 121,015	0.0%	\$ 130,428	7.8%	\$ 130,428	0.0%	\$ 140,841	7.7%	\$ 140,841	0.0%	\$ 151,254	7.2%	\$ 151,254	0.0%	\$ 161,667	6.6%
MAR	\$ 162,566	-13.5%	\$ 143,816	-11.5%	\$ 159,961	11.2%	\$ 171,015	7.0%	\$ 171,015	0.0%	\$ 182,020	6.4%	\$ 182,020	0.0%	\$ 193,025	6.0%	\$ 193,025	0.0%	\$ 204,030	5.7%	\$ 204,030	0.0%	\$ 215,035	5.4%
APR	\$ 319,914	-18.0%	\$ 332,197	3.8%	\$ 345,103	3.9%	\$ 345,103	0.0%	\$ 345,103	0.0%	\$ 356,108	3.2%	\$ 356,108	0.0%	\$ 367,113	3.1%	\$ 367,113	0.0%	\$ 378,118	3.0%	\$ 378,118	0.0%	\$ 389,123	2.9%
MAY	\$ 2,030,152	-1.7%	\$ 1,829,920	-9.9%	\$ 1,888,334	3.2%	\$ 1,947,878	3.2%	\$ 1,947,878	0.0%	\$ 2,007,422	3.0%	\$ 2,007,422	0.0%	\$ 2,066,966	3.0%	\$ 2,066,966	0.0%	\$ 2,126,510	2.9%	\$ 2,126,510	0.0%	\$ 2,186,054	2.8%
FY END	\$ 3,199,538	-9.5%	\$ 2,971,919	-7.1%	\$ 3,151,973	6.1%	\$ 3,357,635	6.5%	\$ 3,563,297	6.1%	\$ 3,768,959	5.9%	\$ 3,974,621	5.6%	\$ 4,180,283	5.3%	\$ 4,385,945	5.0%	\$ 4,591,607	4.7%	\$ 4,797,269	4.4%	\$ 4,997,931	4.1%

CITY OF BEND - TRT COLLECTION

CITY OF BEND - TRT COLLECTION		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE		CHANGE				
MONTH	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT		
JUL	\$ 448,916	-10.1%	\$ 433,489	-3.3%	\$ 439,682	1.4%	\$ 444,130	1.0%	\$ 448,688	1.0%	\$ 453,136	1.0%	\$ 457,584	1.0%	\$ 462,032	1.0%	\$ 466,480	1.0%	\$ 470,928	1.0%	\$ 475,376	1.0%	\$ 479,824	1.0%
AUG	\$ 329,860	-9.1%	\$ 384,271	16.5%	\$ 377,772	-1.7%	\$ 377,772	0.0%	\$ 377,772	0.0%	\$ 377,772	0.0%	\$ 377,772	0.0%	\$ 377,772	0.0%	\$ 377,772	0.0%	\$ 377,772	0.0%	\$ 377,772	0.0%	\$ 377,772	0.0%
SEP	\$ 324,429	-1.0%	\$ 224,989	-31.0%	\$ 250,959	11.6%	\$ 225,891	-11.5%	\$ 225,891	0.0%	\$ 225,891	0.0%	\$ 225,891	0.0%	\$ 225,891	0.0%	\$ 225,891	0.0%	\$ 225,891	0.0%	\$ 225,891	0.0%	\$ 225,891	0.0%
OCT	\$ 452,242	16.5%	\$ 444,153	-1.8%	\$ 452,242	1.8%	\$ 452,242	0.0%	\$ 452,242	0.0%	\$ 452,242	0.0%	\$ 452,242	0.0%	\$ 452,242	0.0%	\$ 452,242	0.0%	\$ 452,242	0.0%	\$ 452,242	0.0%	\$ 452,242	0.0%
NOV	\$ 151,022	-26.8%	\$ 145,489	-3.7%	\$ 145,489	0.0%	\$ 145,489	0.0%	\$ 145,489	0.0%	\$ 145,489	0.0%	\$ 145,489	0.0%	\$ 145,489	0.0%	\$ 145,489	0.0%	\$ 145,489	0.0%	\$ 145,489	0.0%	\$ 145,489	0.0%
DEC	\$ 142,463	-16.1%	\$ 143,102	0.4%	\$ 153,692	7.4%	\$ 158,456	3.1%	\$ 158,456	0.0%	\$ 158,456	0.0%	\$ 158,456	0.0%	\$ 158,456	0.0%	\$ 158,456	0.0%	\$ 158,456	0.0%	\$ 158,456	0.0%	\$ 158,456	0.0%
JAN	\$ 167,938	-28.0%	\$ 165,232	-1.6%	\$ 181,006	9.5%	\$ 191,408	5.7%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%
FEB	\$ 167,938	-28.0%	\$ 165,232	-1.6%	\$ 181,006	9.5%	\$ 191,408	5.7%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%	\$ 191,408	0.0%
MAR	\$ 176,874	-21.9%	\$ 201,723	13.5%	\$ 215,823	6.9%	\$ 233,926	8.5%	\$ 233,926	0.0%	\$ 233,926	0.0%	\$ 233,926	0.0%	\$ 233,926	0.0%	\$ 233,926	0.0%	\$ 233,926	0.0%	\$ 233,926	0.0%	\$ 233,926	0.0%
APR	\$ 239,638	-16.0%	\$ 256,714	7.1%	\$ 290,647	13.2%	\$ 304,522	4.8%	\$ 304,522	0.0%	\$ 304,522	0.0%	\$ 304,522	0.0%	\$ 304,522	0.0%	\$ 304,522	0.0%	\$ 304,522	0.0%	\$ 304,522	0.0%	\$ 304,522	0.0%
MAY	\$ 294,814	-13.0%	\$ 337,885	14.6%	\$ 348,207	3.1%	\$ 405,876	16.0%	\$ 405,876	0.0%	\$ 405,876	0.0%	\$ 405,876	0.0%	\$ 405,876	0.0%	\$ 405,876	0.0%	\$ 405,876	0.0%	\$ 405,876	0.0%	\$ 405,876	0.0%
JUN	\$ 1,602,264	-9.9%	\$ 1,447,663	-9.7%	\$ 1,658,331	13.2%	\$ 1,728,935	4.3%	\$ 1,728,935	0.0%	\$ 1,728,935	0.0%	\$ 1,728,935	0.0%	\$ 1,728,935	0.0%	\$ 1,728,935	0.0%	\$ 1,728,935	0.0%	\$ 1,728,935	0.0%	\$ 1,728,935	0.0%
FY END	\$ 2,939,041	-14.3%	\$ 2,960,098	0.8%	\$ 3,230,451	10.8%	\$ 3,520,959	9.0%	\$ 3,811,467	8.5%	\$ 4,101,975	7.6%	\$ 4,392,483	7.1%	\$ 4,682,991	6.6%	\$ 4,973,500	6.2%	\$ 5,264,008	5.8%	\$ 5,554,516	5.5%	\$ 5,845,024	5.2%

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: JAN 2019

WINTER MEDIA BUY

- Visit Bend's Winter media buy is in full swing running across all networks and mediums.
 - Primary digital partners include Google, Facebook, Sojern, Comcast, Hulu, Spotify, Pandora, and SF Gate.
 - Terrestrial Radio Partners include OPB, KEXP, KQED, KUOW, and several Entercom stations.
 - Broadcast TV partners include KNTV, KATU, KGW, KPTV, KOIN, and KOMO. Cable partner is Comcast.
 - Geographically, the campaign targets PDX, SEA, and SFO DMAs.
- Next up: Spring Break and Bend Women's March

BEND ALE TRAIL MONTH CAMPAIGN WRAP

- We served 1,650,879 impressions on Facebook resulting in 7,807 qualified clicks at a CPC (cost per click) of \$1.69.
- Our Google display ad campaign saw an additional 4,309,273 impressions resulting in 6,515 clicks.
- Sojern proved to be a valuable partner, serving 634,776 impressions with 212,665 of them being matched by Sojern.
- The Hulu campaign, though not optimized for clicks and more for awareness, still saw an additional 223 clicks. The most impressive part, though was that of the 892,958 impressions served, 866,565 saw complete views of our BAT ad, at a completion rate of 99.27%
- On Spotify, total of 208,408 targeted impressions were served, driving 98 more clicks but with a clickthru rate of .98%. The video completion rate here, as well was very high and above average for Spotify advertisers at 94.83%
- On the terrestrial radio front, we partnered with OPB to achieve a statewide reach, and Entercom to target Portland beer drinkers and capitalize on their beer-loving on-air talent to utilize as influencers. Overall, the OPB campaign produced 1,101,784 impressions generating more clicks than last year (which broke OPB records).
 - Supplementing our on-air schedule on Entercom which ran on KNRK, their adult alternative station targeting beer drinkers, we ran promotions through Entercom's social channels, had several of their on-air personalities come down for a Bend Ale Trail weekend in November, streamed our spots online, and through their SmartReach digital platform, targeted beer drinking consumers.
- We partnered with KEXP in Seattle (Public Radio to reach a similar audience that OPB had reached in Oregon) this year as well during Bend Ale Trail Month. We

served 131,700 impressions through 198 total spots, and as a bonus, they threw in an additional 70,000 digital impressions which saw a .04% clickthru rate.

OUTCOMES:

- The website, for the first time ever in the month of November saw over 100,000 visits, a 22.29% year over year increase. Unique users (77,920) were up 20.94% YOY and new users (68,476) were up 22.38% YOY. We also saw over 206,000 pageviews for the first time in the month of November, a 13.81% increase YOY.
- Market-wise, here's where the traffic came from:
 - Portland (up 24.92% YOY)
 - SFO (up 202% YOY) -
 - Seattle (up 6.87% YOY)
- Total Bend Ale Trail Completions: 748 – up from 536 in 2017.
- A total of 2,244 room nights were reported, with a lodging spend totaling \$207,570. This 66% increase is due to an increase in length of stay to an average of 5 nights, and a slightly higher ADR.
- \$96,874 was reported to be spent on food and drinks, and \$16,956 on shopping while at the breweries.

VISIT BEND INFLUENCER PROGRAM

We recently partnered again with a successful influencer from Portland whom we worked with last year. She was tasked with building out several Loves Lists on visitbend.com then sharing them with her audience through a series of posts and stories. During this time, we saw a spike in traffic to our site, and her lists became the most viewed on our site.

NEW CREATIVE: Please enjoy the new Share Bend – Winter :30 sec. TV commercial.

WEBSITE

- We're continuing to work with our new web agency to improve the user experience.
- High-level website analytics (past 365 days):
 - Total visits: 1,333,856 // Total users: 917,091 // Pageviews: 3,044,600 // New Users: 899,945
 - Geo: PDX (27.02%), BND (18.12%), SEA (12.82%), SFO (8.75%)
 - Top visited pages last month:
 - Winter Fun
 - Events
 - Home
 - Things to Do
 - Where to Stay
 - Food+Drink
 - Bend Ale Trail
 - Six Traditions (Blog Post)
 - Sledding
 - Mt. Bachelor
 - Resilience Fest

EMAIL MARKETING

December's consumer email newsletter saw a 21% (unique) open rate with a 9.35% clickthru rate. The email highlighted Mt. Bachelor, Family Fun, a Bend Winter Gift Guide, and of course, a Bend Pledge CTA.

SOCIAL MEDIA SINCE – PAST SIX MONTHS

- **Facebook:** 13.6 million impressions, 110,152 post engagements, 51.6k link clicks to visitbend.com.
- **Instagram:** 47.8 followers, 80.6k engagements.



Public Relations Updates: January 22, 2019

Press coverage from recent months:

- In late-summer we hosted art journalist Kelly Skeen on assignment with *American Art Collector* magazine. We're thrilled with their multi-page feature on Bend's art scene in the December issue.
- The Alaska Airlines in-flight magazine spotlighted several Bend attractions in their December issue, including Mt. Bachelor, the Bend Ale Trail, and the Les Schwab Amphitheater.
- The FAM trips we tag-teamed last spring with COVA and Mt. Bachelor continue to yield coverage, with a nice piece in the *Vail Daily* by Kim Fuller (who was part of one of the tours).
- *USA Today* spotlighted TripAdvisor's top pizzerias in every state, and Pisano's Pizza of Bend took top honors for Oregon.
- *Men's Health* featured 12 bucket list adventure trips for the New Year. Bend was included with shout-outs for Big Mountain Heli and the Cascade Mountains.
- BestLife.com included Bend in their roundup of the 23 most gorgeous places in America to experience a white Christmas: <http://bit.ly/2sxi8WL>
- *Outside* magazine included Bend and Cascade Alchemy in their roundup of ski towns known for amazing craft sprints.
- *Freeskier* featured Bend and Mt. Bachelor in a recent piece: <http://bit.ly/2Mf64CF>
- Yahoo Finance featured Bend in their roundup of the best cities for beer drinkers: <https://yhoo.it/2W0UbVh>
- Back in October, we hosted Matt Watrodaowski with Moon Travel Guides when he was here researching for a segment on Bend camping. We're pleased to see he's been pushing out additional content in places like REI.com: <http://bit.ly/2S0xotL>
- SeattleMet included Bend and Mt. Bachelor in their feature on 12 ski resorts to visit across the Pacific Northwest: <http://bit.ly/2ROAK2P>
- *Men's Journal* featured several spots in Central Oregon in their piece about the most unique beer experiences around the world: <http://bit.ly/2FHi1j8>
- Travel Channel featured Bend as one of 8 under-the-radar honeymoon destinations for 2019.
- *Reader's Digest* did a roundup of the best winter destinations in every state, and Bend came out on top for Oregon.

(over)

Upcoming coverage and other PR initiatives

- Last week we hosted a pair of travel influencers from Portland and Seattle for “the ultimate girls’ getaway to Bend.” We expect their coverage to heavily favor winter travel, arts & culture, and culinary.
- Jessica Kay of “A Passion and a Passport” will be here in early-February for a trip centered around winter travel to Bend (thank you to LOGE Entrada for hosting).
- We’re working on accommodations and activities for two celebrities in the climbing world coming out in early-February. One is a content creator for *Men’s Journal*.



VISIT BEND

Group Sales Update

Key Updates

1. 2019 USA Climbing Bouldering National Championships – February 1-3 & 8-10 2019. 750+ participants plus families and support staff.
2. Bend Marathon - April 20, 2019
3. Cascade Gravel Grinder Bike Race – April 26-28, 2019
4. Travel Oregon Outdoor Recreation Summit – May 13 & 14, 2019
5. Triple Crown Sports Baseball Tournament – May 25-27, 2019
6. Oregon Trail Gravel Grinder Bike Race – June 19-23, 2019

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