



VISIT BEND

## A G E N D A

### Board of Directors Meeting

May 21, 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. March minutes
- II. Financial Report (5 minutes)
  - a. Scott Greenstone will brief the board on FY19 YTD finances
- III. Tourism Industry Briefing (5 minutes)
  - a. Kevney will brief the board on tourism industry news
    - i. TRT through March 2019
    - ii. Lodging data through April 2019
    - iii. Board Member Recruitment
- IV. FY 2020 Business Plan (10 minutes)
  - a. Kevney to provide brief presentation of plan
  - b. Vote on Business Plan
- V. BCTF Recommendations (5 Minutes)
  - a. Vote on BCTF Recommendations
  - b. Update on upcoming BCTF activity (next meeting October)
- VI. Marketing Update (30 Minutes)
  - a. DVA to provide recap of winter marketing
  - b. Nate & Kelli will brief the board on winter marketing efforts, website updates, social media, and other marketing related projects.
  - c. Pledge for the Wild update
- VII. Public Relations Update (5 minutes)
  - a. Tawna will update the board on PR activity
- VIII. Group Sales Updates (5 minutes)
  - a. Kevney will brief the board on group sales activity
- IX. Board Roundtable (10 minutes)
- X. Public Comment (10 minutes)

# # #

## Visit Bend

### Financial Performance Analysis

For the period ended April 30, 2019

#### 1) Operating Analysis

|  |  |
|--|--|
| <p><b>a) Revenue:</b></p>                        | <p>Apr19 Revenue was over budget by +\$17.0K (+7.3%) overall. This variance consisted primarily of an expected City Funding - Current Year overage of +\$2.9K (+1.3%), a Retail Sales overage of +\$1.2K (+18.7%), an Advertising overage of +\$2.8K (+35.6%) and an Event Revenue overage of +\$10K (+100%). YTD FY 2019 Revenue was over budget by +\$110.2K (+4.1)% overall. This variance consisted primarily of a City Funding - Current Year overage of +\$92.4K (+3.7%), a Retail Sales underage of -\$10.6K (-8.5%), an Advertising overage of +\$16.6K (+15.2%) and an Event Revenue overage of +\$11.5K (+100%).</p> |
| <p><b>b) Personnel Expenses:</b></p>             | <p>Apr19 Personnel Expenses were under budget by -\$9.1K (-16.9%). YTD FY 2019 Personnel Expenses were under budget by -\$24.9K (-4.6%).</p>   |
| <p><b>c) Sales &amp; Marketing Expenses:</b></p> | <p>Apr19 Sales &amp; Marketing expenses were over budget by +\$12.1K (+5.9%), due to a combination of timing differences between budgeted actual expenses in several categories. YTD FY 2019 Sales &amp; Marketing expenses were over budget by +\$39.9K (+2.0%), due to a combination of timing differences between budgeted actual expenses in several categories.</p>   |
| <p><b>d) Overhead Expenses:</b></p>              | <p>Apr19 Overhead expenses were over budget by +\$18.5K (+6.7%) overall, due to various variances caused by timing differences. YTD FY 2019 Overhead expenses were over budget by +\$20.5K (+0.8%) overall, due to various variances caused by timing differences.</p>   |
| <p><b>e) Surplus (Deficit):</b></p>              | <p>Apr19 Deficit of -\$44.0K (-17.6%) was over budgeted Deficit of -\$42.5K (-18.2%) by -\$1.5K (+0.6% profitability points) due to multiple offsetting variances. YTD FY 2019 Surplus of \$72.1K (2.6%) was over budgeted Deficit of -\$17.5K (-0.7%) by +\$89.7K (+3.3% profitability points) primarily due to over budget Revenue.</p>  |

#### 2) Cash Flow & Balance Sheet Analysis

|                                     |   |
|-------------------------------------|---|
| <p><b>a) Cash Flow Summary:</b></p> | <p>In Apr19, Cash decreased by -\$82.2K to a month-end balance of \$342.2K. YTD 2019 Cash increased by +\$186.4K to a period-end balance of \$342.2K.</p>   |
| <p><b>b) Balance Sheet:</b></p>     | <p>The Balance Sheet remained healthy as of Apr19, in terms of both "liquidity" (Current Ratio of 2.0) and "leverage" (Debt to Equity Ratio of 1.0). 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> |

# Visit Bend

## Budget-to-Actual P&L Analysis

For the period ended April 30, 2019

|                                       | Current Month   |                 |                |                | Year-to-Date     |                  |                 |                 |
|---------------------------------------|-----------------|-----------------|----------------|----------------|------------------|------------------|-----------------|-----------------|
|                                       | Actual          | Budget          | Variance       | Var. %         | Actual           | Budget           | Variance        | Var. %          |
| <b>Revenue</b>                        |                 |                 |                |                |                  |                  |                 |                 |
| City Funding - Current Year           | 230,731         | 227,801         | 2,930          | 1.3%           | 2,607,576        | 2,515,106        | 92,470          | 3.7%            |
| City Funding - Prior Years            | (8,775)         | (8,775)         | 0              | (0.0%)         | (87,750)         | (87,754)         | 4               | (0.0%)          |
| Retail Sales                          | 7,717           | 6,500           | 1,217          | 18.7%          | 114,442          | 125,083          | (10,640)        | (8.5%)          |
| Advertising                           | 10,849          | 8,000           | 2,849          | 35.6%          | 125,528          | 108,939          | 16,589          | 15.2%           |
| Event Revenue                         | 10,000          | -               | 10,000         | 100.0%         | 11,500           | -                | 11,500          | 100.0%          |
| Other Revenue                         | -               | -               | -              | 0.0%           | 260              | -                | 260             | 0.0%            |
| <b>Total</b>                          | <b>250,522</b>  | <b>233,525</b>  | <b>16,997</b>  | <b>7.3%</b>    | <b>2,771,556</b> | <b>2,661,373</b> | <b>110,182</b>  | <b>4.1%</b>     |
| <b>Personnel Expenses</b>             |                 |                 |                |                |                  |                  |                 |                 |
| Base Pay                              | 35,663          | 44,281          | (8,618)        | (19.5%)        | 400,364          | 436,536          | (36,172)        | (8.3%)          |
| Overtime                              | -               | -               | -              | 0.0%           | 171              | -                | 171             | 0.0%            |
| Incentive Pay                         | -               | -               | -              | 0.0%           | 15,024           | 10,200           | 4,824           | 47.3%           |
| Payroll Taxes                         | 3,075           | 3,206           | (131)          | (4.1%)         | 34,286           | 32,344           | 1,943           | 6.0%            |
| Employee Benefits                     | 5,997           | 6,344           | (348)          | (5.5%)         | 67,784           | 63,444           | 4,339           | 6.8%            |
| <b>Total</b>                          | <b>44,734</b>   | <b>53,831</b>   | <b>(9,097)</b> | <b>(16.9%)</b> | <b>517,629</b>   | <b>542,524</b>   | <b>(24,895)</b> | <b>(4.6%)</b>   |
| <b>Sales &amp; Marketing Expenses</b> |                 |                 |                |                |                  |                  |                 |                 |
| Cultural Tourism Fund                 | 17,397          | 17,177          | 220            | 1.3%           | 196,487          | 189,551          | 6,936           | 3.7%            |
| Visitor Development Fund              | -               | 10,000          | (10,000)       | (100.0%)       | 133,155          | 123,500          | 9,655           | 7.8%            |
| Online Mktg                           | 50,106          | 41,483          | 8,622          | 20.8%          | 452,305          | 444,429          | 7,876           | 1.8%            |
| Outdoor                               | -               | -               | -              | 0.0%           | 68,374           | 58,000           | 10,374          | 17.9%           |
| Photo                                 | 2,275           | 1,200           | 1,075          | 89.6%          | 8,783            | 14,800           | (6,017)         | (40.7%)         |
| Print                                 | -               | -               | -              | 0.0%           | 28,150           | 40,305           | (12,155)        | (30.2%)         |
| Production                            | 30,416          | 29,604          | 812            | 2.7%           | 85,345           | 90,450           | (5,105)         | (5.6%)          |
| Radio                                 | 31,257          | 27,860          | 3,397          | 12.2%          | 254,028          | 257,113          | (3,085)         | (1.2%)          |
| Trade Shows                           | 175             | 1,500           | (1,325)        | (88.3%)        | 4,820            | 10,000           | (5,180)         | (51.8%)         |
| TV                                    | 45,539          | 44,285          | 1,254          | 2.8%           | 366,717          | 368,300          | (1,583)         | (0.4%)          |
| Collateral                            | 3,674           | 5,000           | (1,326)        | (26.5%)        | 34,223           | 50,000           | (15,777)        | (31.6%)         |
| Brochure Distribution                 | 1,423           | 1,158           | 265            | 22.8%          | 17,980           | 11,580           | 6,400           | 55.3%           |
| Postage                               | 1,022           | 2,000           | (978)          | (48.9%)        | 13,053           | 20,000           | (6,947)         | (34.7%)         |
| Public Relations                      | 14,926          | 500             | 14,426         | 2,885.2%       | 25,374           | 5,000            | 20,374          | 407.5%          |
| Promotions                            | 220             | 1,000           | (780)          | (78.0%)        | 56,402           | 53,500           | 2,902           | 5.4%            |
| Research                              | 1,380           | -               | 1,380          | 0.0%           | 12,185           | 9,810            | 2,375           | 24.2%           |
| Web. Dev.                             | 7,742           | 7,500           | 242            | 3.2%           | 80,159           | 43,850           | 36,309          | 82.8%           |
| Special Projects                      | -               | 2,000           | (2,000)        | (100.0%)       | 20,000           | 8,000            | 12,000          | 150.0%          |
| Travel & Meals                        | 859             | 3,500           | (2,641)        | (75.5%)        | 18,328           | 20,000           | (1,672)         | (8.4%)          |
| Retail Purchasing                     | 8,372           | 8,915           | (542)          | (6.1%)         | 109,875          | 127,673          | (17,798)        | (13.9%)         |
| <b>Total</b>                          | <b>216,783</b>  | <b>204,682</b>  | <b>12,101</b>  | <b>5.9%</b>    | <b>1,985,741</b> | <b>1,945,862</b> | <b>39,879</b>   | <b>2.0%</b>     |
| <b>Overhead Expenses</b>              |                 |                 |                |                |                  |                  |                 |                 |
| Building Lease                        | 4,800           | 4,906           | (106)          | (2.2%)         | 47,700           | 48,749           | (1,049)         | (2.2%)          |
| Building Maintenance                  | 1,009           | 1,000           | 9              | 0.9%           | 11,433           | 10,000           | 1,433           | 14.3%           |
| Equipment Lease & Maint.              | 225             | 450             | (225)          | (50.0%)        | 2,933            | 4,435            | (1,502)         | (33.9%)         |
| Professional Fees                     | 4,625           | 4,250           | 375            | 8.8%           | 57,178           | 48,500           | 8,678           | 17.9%           |
| Office Supplies                       | 1,093           | 1,000           | 93             | 9.3%           | 9,905            | 10,000           | (95)            | (0.9%)          |
| Utilities                             | 1,056           | 1,042           | 15             | 1.4%           | 10,740           | 10,417           | 323             | 3.1%            |
| Bank Fees                             | 202             | 417             | (215)          | (51.6%)        | 3,952            | 4,167            | (214)           | (5.1%)          |
| Dues & Subscriptions                  | 15,355          | 1,810           | 13,545         | 748.4%         | 25,703           | 27,830           | (2,127)         | (7.6%)          |
| Insurance                             | 398             | 575             | (177)          | (30.8%)        | 2,631            | 5,750            | (3,119)         | (54.2%)         |
| Licenses & Permits                    | 780             | 183             | 597            | 325.5%         | 2,275            | 1,833            | 442             | 24.1%           |
| Education & Training                  | -               | 100             | (100)          | (100.0%)       | 860              | 1,000            | (140)           | (14.0%)         |
| Network & Telco                       | 2,757           | 1,000           | 1,757          | 175.7%         | 13,697           | 10,000           | 3,697           | 37.0%           |
| Non-Capital IT                        | -               | -               | -              | 0.0%           | -                | -                | -               | 0.0%            |
| Depreciation & Amort.                 | 800             | 800             | -              | 0.0%           | 8,000            | 8,000            | -               | 0.0%            |
| Interest Expense                      | (108)           | (17)            | (91)           | 546.4%         | (1,014)          | (167)            | (848)           | 508.5%          |
| <b>Total</b>                          | <b>33,014</b>   | <b>17,516</b>   | <b>15,499</b>  | <b>88.5%</b>   | <b>196,059</b>   | <b>190,514</b>   | <b>5,544</b>    | <b>2.9%</b>     |
| <b>Total Expenses</b>                 | <b>294,531</b>  | <b>276,029</b>  | <b>18,503</b>  | <b>6.7%</b>    | <b>2,699,428</b> | <b>2,678,900</b> | <b>20,528</b>   | <b>0.8%</b>     |
| <b>Surplus (Deficit)</b>              | <b>(44,009)</b> | <b>(42,504)</b> | <b>(1,506)</b> | <b>3.5%</b>    | <b>72,127</b>    | <b>(17,527)</b>  | <b>89,654</b>   | <b>(511.5%)</b> |
| <b>Surplus (Deficit) %</b>            | <b>(17.6%)</b>  | <b>(18.2%)</b>  | <b>0.6%</b>    |                | <b>2.6%</b>      | <b>(0.7%)</b>    | <b>3.3%</b>     |                 |

# Visit Bend

## Summary of Cash Reserve Funds and

### "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 | 98,971  | 106,999 | 118,049 | 126,483 | -      | -      |
| PLUS Receipts                |        |        |        |        |        |        |         |         |         |         |        |        |
| 5% of Revenue                | 16,752 | 21,786 | 23,991 | 15,682 | 11,965 | 8,610  | 7,949   | 10,972  | 8,344   | 12,526  | -      | -      |
| Interest Income              | -      | 0      | 14     | 40     | 59     | 71     | 79      | 78      | 90      | 107     | -      | -      |
| Other                        | -      | -      | -      | -      | -      | -      | -       | -       | -       | -       | -      | -      |
| Total Receipts               | 16,752 | 21,787 | 24,005 | 15,722 | 12,024 | 8,681  | 8,028   | 11,050  | 8,433   | 12,633  | -      | -      |
| 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 | 106,999 | 118,049 | 126,483 | 139,115 | -      | -      |

### "Wind Down" Cash Reserve Fund

|                     |         |         |         |         |         |         |         |         |         |         |         |   |
|---------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---|
| Beginning Balance   | 65,878  | 100,892 | 100,908 | 100,976 | 101,067 | 101,150 | 101,236 | 101,322 | 101,353 | 101,354 | 101,355 | - |
| PLUS Receipts       |         |         |         |         |         |         |         |         |         |         |         |   |
| Interest Income     | 14      | 16      | 68      | 91      | 83      | 86      | 86      | 31      | 1       | 1       | -       | - |
| Other               | 35,000  | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | - |
| Total Receipts      | 35,014  | 16      | 68      | 91      | 83      | 86      | 86      | 31      | 1       | 1       | -       | - |
| MINUS Disbursements |         |         |         |         |         |         |         |         |         |         |         |   |
| Bank Fees           | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | - |
| Other               | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | - |
| Total Disbursements | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | - |
| = Ending Balance    | 100,892 | 100,908 | 100,976 | 101,067 | 101,150 | 101,236 | 101,322 | 101,353 | 101,354 | 101,355 | -       | - |

### Bank Account Summary

|   |         |         |         |         |         |         |         |         |         |         |   |   |
|---|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---|---|
| First Interstate - Operating Checking Account   | 142,490 | 211,104 | 400,080 | 749,068 | 601,738 | 665,894 | 418,226 | 384,404 | 196,186 | 101,350 | - | - |
| First Interstate - Rainy Day Reserve MM Account | 16,752  | 38,539  | 62,543  | 78,265  | 90,289  | 98,971  | 106,999 | 118,049 | 126,482 | 139,115 | - | - |
| First Interstate - Wind Down Cash Reserve CD    | -       | -       | -       | -       | -       | -       | -       | 100,000 | 100,000 | 100,000 | - | - |
| First Interstate - Wind Down Cash Reserve MM A  | 65,892  | 100,908 | 100,976 | 101,067 | 101,150 | 101,236 | 101,322 | 1,353   | 1,354   | 1,355   | - | - |
| Petty Cash                                      | 400     | 400     | 400     | 400     | 400     | 400     | 400     | 400     | 400     | 400     | - | - |
| Total Cash                                      | 225,534 | 350,950 | 563,998 | 928,800 | 793,577 | 866,501 | 626,946 | 604,206 | 424,423 | 342,201 | - | - |

No assurance is provided

# Bend Cultural Tourism Fund Financial Performance Summary

For the period ended April 30, 2019

|   |   |
|---|---|
| <b>a) Revenue:</b>                            | Apr19 Revenue of \$17.4K was over budget of \$17.2K by +\$0.2K (+1.36%). Year to date FY 2019 Revenue of \$196.5K was over budget of \$189.6K by +\$6.9K (+3.7%)                                    |
| <b>b) Operating Expenses</b>                  | Apr19 Operating Expenses of \$3.8K were over budget of \$3.6K by +\$0.2K (+4.3%). Year to date FY 2019 Operating Expenses of \$25.0K were under budget of \$36.3K by -\$11.2K (-31.0%).             |
| <b>c) Cultural Tourism Fund Grants</b>        | For the FY 2018 Grants Cycle, \$205K of Grants were pledged in Jun18, and through Apr19 \$179.2K of these Grants were paid out, leaving a pledged but unpaid FY 2018 grants of \$25.8K as of Apr19. |
| <b>d) Fund Balance - After Grants</b>         | As of Apr19, Fund Balance - After Grants was \$169.1K.  |
| <b>e) Available Funds to Grant in FY 2019</b> | The FY 2019 Budget is for \$185K and there should be no less than \$195K available to grant in the FY 2019 Grant Cycle.   |

**Bend Cultural Tourism Fund  
Budget-to-Actual P&L Analysis**  
For the period ended April 30, 2019

|  | Current Month |               |            |             | Year-to-Date   |                |                 |                |
|--|---------------|---------------|------------|-------------|----------------|----------------|-----------------|----------------|
|  | Actual        | Budget        | Variance   | Var. %      | Actual         | Budget         | Variance        | Var. %         |
| <b>Revenue *</b>                       |               |               |            |             |                |                |                 |                |
| City Funding - Current Year            | 17,305        | 17,085        | 220        | 1.3%        | 195,568        | 188,633        | 6,935           | 3.7%           |
| City Funding - Prior Years             | (658)         | (658)         | 0          | (0.0%)      | (6,581)        | (6,582)        | 0               | (0.0%)         |
| Other Revenue                          | 750           | 750           | -          | 0.0%        | 7,500          | 7,500          | -               | 0.0%           |
| <b>Total</b>                           | <b>17,397</b> | <b>17,177</b> | <b>220</b> | <b>1.3%</b> | <b>196,487</b> | <b>189,551</b> | <b>6,936</b>    | <b>3.7%</b>    |
| <b>Operating Expenses</b>              |               |               |            |             |                |                |                 |                |
| Grant Administrator: Contract & Travel | 2,807         | 2,000         | 807        | 40.3%       | 16,797         | 20,000         | (3,203)         | (16.0%)        |
| Grants Management System Subscription  | -             | 625           | (625)      | (100.0%)    | 190            | 6,250          | (6,060)         | (97.0%)        |
| Professional Fees                      | 750           | 750           | -          | 0.0%        | 7,500          | 7,500          | -               | 0.0%           |
| Marketing & Communications             | -             | 100           | (100)      | (100.0%)    | -              | 1,000          | (1,000)         | (100.0%)       |
| Meeting Expenses & Office Supplies     | -             | 50            | (50)       | (100.0%)    | 70             | 500            | (430)           | (86.1%)        |
| Travel Expenses                        | 225           | 83            | 142        | 170.2%      | 466            | 833            | (368)           | (44.1%)        |
| Other Expenses                         | -             | 17            | (17)       | (100.0%)    | -              | 167            | (167)           | (100.0%)       |
| <b>Total</b>                           | <b>3,782</b>  | <b>3,625</b>  | <b>157</b> | <b>4.3%</b> | <b>25,022</b>  | <b>36,250</b>  | <b>(11,228)</b> | <b>(31.0%)</b> |
| <b>Surplus (Deficit)</b>               | <b>13,615</b> | <b>13,552</b> | <b>63</b>  | <b>0.5%</b> | <b>171,465</b> | <b>153,301</b> | <b>18,163</b>   | <b>11.8%</b>   |
| <b>Fund Balance - Before Grants</b>    |               |               |            |             | <b>369,635</b> | <b>147,130</b> | <b>222,505</b>  | <b>151.2%</b>  |
| <b>Cultural Tourism Fund Grants</b>    |               |               |            |             | <b>200,546</b> | <b>205,000</b> | <b>(4,454)</b>  | <b>(2.2%)</b>  |
| <b>Fund Balance - After Grants</b>     |               |               |            |             | <b>169,089</b> | <b>147,130</b> | <b>21,959</b>   | <b>14.9%</b>   |

\* 7.5% of Total Visit Bend City Funding Revenue

No assurance is provided

ROOM TAX COLLECTIONS

2:48 PM 5/7/2019

DESCHUTES COUNTY - TRT COLLECTION

|        | FY12/13      | CHANGE | FY13/14      | CHANGE | FY14/15      | CHANGE | FY15/16      | CHANGE | FY16/17      | CHANGE | FY17/18      | CHANGE | FY18/19      | CHANGE |
|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|
| JUL    | \$ 818,812   | 7.4%   | \$ 915,383   | 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    | \$ 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    | \$ 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    | \$ 126,948   | -1.8%  | \$ 139,234   | 9.7%   | \$ 175,403   | 26.0%  | \$ 240,295   | 37.0%  | \$ 282,936   | 17.7%  | \$ 394,256   | 39.3%  | \$ 364,516   | -7.5%  |
| NOV    | \$ 105,795   | 3.9%   | \$ 131,451   | 24.3%  | \$ 195,905   | 49.0%  | \$ 213,017   | 8.7%   | \$ 228,833   | 7.4%   | \$ 266,930   | 16.6%  | \$ 286,147   | 7.2%   |
| DEC    | \$ 252,250   | 14.1%  | \$ 319,538   | 26.7%  | \$ 360,655   | 12.9%  | \$ 396,621   | 10.0%  | \$ 453,353   | 14.3%  | \$ 421,618   | -7.0%  | \$ 472,507   | 12.1%  |
| JAN    | \$ 180,588   | 43.8%  | \$ 180,382   | -0.1%  | \$ 230,003   | 27.5%  | \$ 278,939   | 21.3%  | \$ 272,394   | -2.3%  | \$ 315,236   | 15.7%  | \$ 414,665   | 31.5%  |
| FEB    | \$ 154,062   | 7.7%   | \$ 155,023   | 0.6%   | \$ 189,704   | 22.4%  | \$ 255,899   | 34.9%  | \$ 250,411   | -1.4%  | \$ 277,310   | 10.4%  | \$ 351,432   | 26.7%  |
| MAR    | \$ 194,809   | 28.8%  | \$ 224,459   | 15.2%  | \$ 276,134   | 23.0%  | \$ 302,367   | 9.5%   | \$ 354,899   | 17.4%  | \$ 407,138   | 14.7%  | \$ 472,507   | 16.7%  |
| APR    | \$ 130,428   | 7.8%   | \$ 181,695   | 39.3%  | \$ 189,582   | 4.3%   | \$ 216,213   | 14.0%  | \$ 236,091   | 9.2%   | \$ 272,934   | 15.6%  | \$ 351,432   | 30.0%  |
| MAY    | \$ 219,254   | 8.2%   | \$ 258,725   | 18.0%  | \$ 292,303   | 13.0%  | \$ 354,123   | 21.1%  | \$ 390,661   | 10.3%  | \$ 406,280   | 4.0%   | \$ 472,507   | 17.5%  |
| JUN    | \$ 449,607   | 1.0%   | \$ 462,519   | 2.9%   | \$ 625,431   | 35.2%  | \$ 755,305   | 20.8%  | \$ 683,013   | -9.8%  | \$ 781,871   | 14.5%  | \$ 851,753   | 8.7%   |
| FYTD   | \$ 2,701,865 | 10.8%  | \$ 3,151,376 | 16.6%  | \$ 3,886,031 | 23.3%  | \$ 4,440,090 | 14.3%  | \$ 4,719,286 | 6.3%   | \$ 5,187,775 | 9.9%   | \$ 5,581,753 | 7.6%   |
| FY END | \$ 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%  | \$ 7,581,753 | 7.6%   |

CITY OF BEND - TRT COLLECTION

|         | FY12/13      | CHANGE | FY13/14      | CHANGE | FY14/15      | CHANGE | FY15/16      | CHANGE | FY16/17      | CHANGE | FY17/18      | CHANGE | FY18/19      | CHANGE |
|---------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|
| JUL     | \$ 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%  | \$ 1,392,390 | -1.6%  |
| AUG     | \$ 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%  | \$ 1,343,926 | -0.3%  |
| SEP     | \$ 395,722   | 4.8%   | \$ 462,399   | 16.8%  | \$ 565,927   | 22.4%  | \$ 739,451   | 30.7%  | \$ 839,649   | 13.6%  | \$ 820,801   | -2.2%  | \$ 908,895   | 10.7%  |
| OCT     | \$ 289,250   | 21.9%  | \$ 345,402   | 23.2%  | \$ 440,768   | 27.6%  | \$ 530,277   | 20.3%  | \$ 664,833   | 25.4%  | \$ 650,738   | -2.1%  | \$ 706,094   | 8.5%   |
| NOV     | \$ 178,469   | 7.4%   | \$ 215,766   | 20.9%  | \$ 295,095   | 36.8%  | \$ 357,600   | 21.2%  | \$ 458,649   | 28.3%  | \$ 426,303   | -7.1%  | \$ 478,255   | 12.2%  |
| DEC     | \$ 228,195   | 11.0%  | \$ 288,908   | 26.6%  | \$ 380,893   | 43.9%  | \$ 434,108   | 14.0%  | \$ 541,672   | 24.8%  | \$ 505,919   | -6.4%  | \$ 553,428   | 9.2%   |
| JAN     | \$ 183,934   | 16.1%  | \$ 228,564   | 24.3%  | \$ 328,996   | 43.9%  | \$ 399,620   | 21.5%  | \$ 467,385   | 17.0%  | \$ 475,959   | 1.8%   | \$ 542,248   | 13.9%  |
| FEB     | \$ 205,050   | 7.1%   | \$ 262,821   | 28.2%  | \$ 377,576   | 43.7%  | \$ 428,240   | 13.4%  | \$ 475,558   | 11.0%  | \$ 499,784   | 5.1%   | \$ 533,898   | 6.8%   |
| MAR     | \$ 260,039   | 15.5%  | \$ 356,557   | 37.1%  | \$ 492,377   | 38.1%  | \$ 542,242   | 10.1%  | \$ 686,690   | 26.6%  | \$ 673,381   | -1.9%  | \$ 755,096   | 12.1%  |
| APR     | \$ 273,645   | 17.0%  | \$ 329,826   | 20.5%  | \$ 474,418   | 43.8%  | \$ 571,271   | 20.4%  | \$ 635,713   | 11.3%  | \$ 690,587   | 8.6%   | \$ 755,096   | 8.6%   |
| MAY     | \$ 358,299   | 17.7%  | \$ 431,931   | 20.5%  | \$ 587,528   | 36.0%  | \$ 614,788   | 4.6%   | \$ 766,845   | 24.7%  | \$ 793,600   | 3.5%   | \$ 851,753   | 6.8%   |
| JUN     | \$ 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%   | \$ 1,214,222 | 16.2%  |
| FY END  | \$ 2,809,283 | 8.9%   | \$ 3,357,495 | 19.5%  | \$ 4,634,233 | 38.0%  | \$ 5,620,652 | 21.3%  | \$ 6,487,038 | 15.6%  | \$ 6,816,924 | 4.9%   | \$ 7,214,222 | 5.8%   |
| FY12/13 | \$ 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%   | \$ 9,342,852 | -22.8% |

Indicates Historical High For That Specific Month





### AirDNA Occupancy Report

| 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%   | \$144.36 |
| 2016          | 2015/16 | 71.8% | 67.5% | 59.9% | 40.3% | 34.7% | 44.2% | 36.5% | 43.3% | 48.9% | 47.7% | 42.5%   | 60.2%   | \$185.56 |
| 2017          | 2016/17 | 74.4% | 64.9% | 55.6% | 50.3% | 41.7% | 50.9% | 39.9% | 46.8% | 49.8% | 47.9% | 45.5%   | 62.4%   | \$208.84 |
| 2018          | 2017/18 | 76.4% | 71.3% | 63.4% | 50.7% | 43.7% | 47.7% | 43.5% | 47.9% | 52.2% | 53.4% | 52.3%   | 64.8%   | \$213.58 |
| 2019          | 2018/19 | 2.7%  | 9.9%  | 14.0% | 1.8%  | 1.8%  | 3.8%  | -8.3% | -8.1% | -5.2% | -4.7% | -100.0% | -100.0% | \$205.28 |

| 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 | \$200.43 | \$202.85 | \$224.13 | \$185.56 |
| 2017     | 2016/17 | \$248.40 | \$280.04 | \$230.68 | \$192.33 | \$209.69 | \$227.14 | \$191.09 | \$190.23 | \$194.17 | \$181.90 | \$201.66 | \$215.57 | \$208.84 |
| 2018     | 2017/18 | \$237.98 | \$227.80 | \$194.64 | \$178.23 | \$191.66 | \$212.71 | \$192.27 | \$195.25 | \$193.61 | \$228.65 | \$193.61 | \$215.57 | \$213.58 |
| 2019     | 2018/19 | -4.2%    | -18.7%   | -15.6%   | -7.3%    | -8.6%    | -6.4%    | 0.6%     | 2.6%     | -0.3%    | 25.7%    | -100.0%  | -100.0%  | \$205.28 |

| 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  | \$68.57  | \$60.46  |
| 2016        | 2015/16 | \$160.08 | \$148.95 | \$129.07 | \$93.67 | \$80.13 | \$91.80  | \$68.85 | \$83.43 | \$86.75  | \$86.97  | \$86.31  | \$127.99 | \$89.46  |
| 2017        | 2016/17 | \$181.79 | \$181.79 | \$128.25 | \$97.44 | \$91.54 | \$108.41 | \$83.16 | \$91.03 | \$101.43 | \$97.06  | \$93.45  | \$139.76 | \$111.26 |
| 2018        | 2017/18 | \$181.73 | \$162.43 | \$123.37 | \$91.95 | \$85.34 | \$105.23 | \$76.65 | \$85.90 | \$95.79  | \$116.30 | \$105.46 | \$139.71 | \$117.51 |
| 2019        | 2018/19 | -1.7%    | -10.6%   | -3.8%    | -5.6%   | -6.8%   | -2.9%    | -7.8%   | -5.6%   | -5.6%    | 19.8%    | -100.0%  | -100.0%  | \$112.47 |

| 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    | 9,318    | 8,711   | 7,416    | 6,505  | 6,104  | 8,036  | 7,745  | 66,565     |
| 2017                    | 2016/17 | 14,059 | 17,549 | 14,105    | 12,222  | 11,756   | 15,251   | 12,167  | 11,506   | 9,209  | 9,077  | 11,109 | 11,586 | 106,223    |
| 2018                    | 2017/18 | 17,121 | 17,764 | 15,838    | 15,792  | 13,225   | 16,446   | 18,020  | 17,173   | 12,857 | 12,261 | 14,567 | 15,136 | 163,436    |
| 2019                    | 2018/19 |        |        |           |         |          |          |         |          |        |        |        |        | 176,358    |

| 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    | 4,747    | 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    | 7,279    | 3,479   | 3,468    | 4,586 | 4,345  | 5,060 | 7,225 | 56,252     |
| 2018                    | 2017/18 | 13,074 | 12,667 | 10,039    | 8,147   | 5,889    | 8,136    | 5,295   | 5,506    | 6,716 | 6,542  | 7,618 | 9,810 | 89,784     |
| 2019                    | 2018/19 |        |        |           |         |          |          | 7,184   | 7,555    | 8,923 | 13,705 |       |       | 95,319     |

| 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   | \$176,339   | \$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   | \$5,988,642.65  |
| 2017         | 2016/17 | \$2,598,264 | \$3,190,216 | \$1,808,993 | \$693,260   | \$614,110   | \$1,112,554 | \$707,942   | \$698,039   | \$915,778   | \$869,261   | \$1,038,919 | \$1,619,339 | \$11,882,530.91 |
| 2018         | 2017/18 | \$3,111,351 | \$2,885,543 | \$1,953,991 | \$1,452,040 | \$1,128,686 | \$1,730,609 | \$1,011,822 | \$1,047,406 | \$1,304,046 | \$1,189,990 | \$1,536,246 | \$2,114,742 | \$19,722,111.69 |
| 2019         | 2018/19 |             |             |             |             |             |             | \$1,381,268 | \$1,475,114 | \$1,727,582 | \$3,133,648 | \$0         | \$0         | \$19,979,830.16 |



---

# CULTURAL TOURISM FUND

---

TO: Kevney Dugan, Valerie Warren, Visit Bend Liaison, and the Visit Bend Staff

FROM: Laurel MacMillan, Fund Administrator

DATE: May 6, 2019

RE: 2019-20 BCTF Grant Recommendations for Approval

The Bend Cultural Tourism Commission met Wednesday, May 1, for its annual grant review meeting, scoring and ranking 14 grant applications (four Catalyst Grants, ten Marketing Grants). Scott Greenstone approved up to \$200,000 of funds for grant awards for the 2019-20 year. The BCTF format was new this year: A three-hour work session was held before the public Commission meeting to review and deliberate the applications, followed by a public Commission Meeting where applicants could be asked clarifying questions, if needed. The grants were scored and submitted during the Commission Meeting. All Commissioners were present in addition to one external reviewer, Brian Wagner, of the Oregon Arts Commission. The Commission then went back into an afternoon work session to determine funding recommendations based off of scores. Only Commissioners that did not have any conflicts of interests participated in the recommending dollar amounts for grants.

In accordance with the policy changes made to the grant review process at the BCTF December 2, 2017, meeting, *"Final grant recommendations will be sent to Visit Bend Board for final approval."* Attached are the BCTF's recommendations for funding starting July 1, 2019.

**ACTION:** The BCTF Commission requests that Visit Bend approve the following recommended applications and funding amounts to the 10 applicants that all scored over 80 points or more (out of 100) in the ranking system.

The BCTF asks for a decision at your May 21, 2019 Board Meeting.

**BCTF Recommend 2019-20 Grant Applications for Funding:**

| <b>Organization/Individual/<br/>Business Name</b> | <b>Request</b>   | <b>Average<br/>Score</b> | <b>Grant<br/>Recommendation</b> |
|---|------------------|--------------------------|---------------------------------|
| <b>Marketing Grants</b>                           |                  |                          |                                 |
| ScaleHouse  | \$28,000         | 95                       | \$27,000                        |
| BendFilm Inc.                                     | \$36,150         | 94                       | \$33,500                        |
| High Desert Museum                                | \$45,000         | 93                       | \$39,000                        |
| World Muse  | \$20,000         | 92                       | \$17,000                        |
| Tower Theatre Foundation                          | \$23,000         | 90                       | \$19,000                        |
| Oregon Winterfest                                 | \$25,000         | 89                       | \$20,000                        |
| Sunriver Music Festival                           | \$15,000         | 88                       | \$12,000                        |
| Out Central Oregon                                | \$24,675         | 85                       | \$17,500                        |
| <b>Marketing Grant Subtotal</b>                   | <b>\$280,525</b> |                          | <b>\$185,000</b>                |
| <b>Catalyst Grants</b>                            |                  |                          |                                 |
| Bend Photo Tours                                  | \$12,000         | 86                       | \$9,000                         |
| Central Oregon Film Office                        | \$11,850         | 80                       | \$6,000                         |
| <b>Catalyst Grant Subtotal</b>                    | <b>\$40,550</b>  |                          | <b>\$15,000</b>                 |
|   |                  | <b>Total</b>             | <b>\$200,000</b>                |
| <b>UNFUNDED</b>                                   |                  |                          |                                 |
| <b>Catalyst Grants</b>                            |                  |                          |                                 |
| At Liberty Arts Collaborative                     | \$11,700         | 78                       |                                 |
| DIYCave   | \$5,000          | 67                       |                                 |
| <b>Marketing Grants</b>                           |                  |                          |                                 |
| Cascadia Adventure Film<br>Festival               | \$40,000         | 74                       |                                 |
| The Night Light Show                              | \$23,700         | 72                       |                                 |



## MARKETING UPDATES: MAY 2019

### Winter Media Buy Recap

- Visit Bend's fall, winter, and spring media buy has officially come to an end. Spring creative is still running socially and through third-party platforms. Here are a few takeaways:
  - Bigger focus on digital pays off
  - All goals determined at the beginning of the year were exceeded
  - ROI for programmatic campaign: \$20:\$1
  - Display ad campaigns had above average clickthru rates
  - Influencer and third-party campaigns still deliver and fill content gaps
  - 10.5% YOY increase in TRT collections Oct-Mar
  - Shoulder season month performed exceptionally well (10<sup>th</sup> Month, BAT Month, Bend Women's March)

### Summer Media Buy:

- This year's summer media buy is in place and running. With a total budget of \$52,508 (6% of annual marketing spend), the campaign will be focused mainly on the PDX market, with several campaign aspects having statewide reach.

### Website

- High-level website analytics (past 365 days):
  - Total visits: 1,365,882 // Total users: 940,835 // Pageviews: 3,086,237 // New Users: 919,334
  - Geo: PDX (27.45%), BND (18.72%), SEA (12.61%), SFO (9.03%)
  - Top visited pages last month:
    - Events
    - Things to do
    - Home
    - Winter Fun
    - Where to Stay
    - Food+Drink
    - Bend Ale Trail
    - Hiking
    - Camging
    - The Bend Pledge

### Email Marketing

April's consumer email newsletter saw a 25.51% (unique) open rate with an 11.07% clickthru rate. The email highlighted several spring-related events and articles, and included link to view our new Share Bend commercial, as well as a content block directing viewers to our Visit Like a Local page, and a Bend Pledge call to action.

### Social Media (Past six months)

- **Facebook:** 13.9 million impressions, 136,589 post engagements, 50.6k link clicks to visitbend.com.
- **Instagram:** 1.3 million impressions, 50,611 followers, 61.2k engagements.



## MARKETING UPDATE – PART 2: MAY 2019

### SOCIAL MEDIA

- Facebook:
  - Top trends:
    - Live video
    - User-generated content
    - Organic reach continues to decline
    - Paid advertising
  - Top performing posts:
    - Instagram roundup (series of 4, in-real-time scenic images)
    - Beautiful landscape photography from photographer partnership
    - Live video
- Instagram:
  - Top trends:
    - Influencer authenticity
    - Instagram story ads
    - Vertical video
    - User-generated content
  - Top performing posts:
    - Beautiful landscape photography
    - Videos

### TRIPADVISOR

- DMO Page:
  - Visit Bend's TripAdvisor Partnership means that Bend related pages are seeing a growth in visitor-ship and an increase in content quality.
  - Page views and engagement is on the rise, people are starting to plan their summer vacations
  - Will be switching over to summer content by the end of May
  - New advertising partnership opportunities: target rollout is early June

### GOOGLE DMO PROGRAM

- Published posts (articles, events) appear in the Google knowledge panel when users search for Visit Bend.
- Since October, Bend has seen over 1.75m views
- Strategy:
  - Consistency is key
  - Post relevant, in-real-time content (i.e. blogs, seasonal articles, events)
    - Google posts with links have seen an increase in referral traffic

- Top performing posts: articles continue to have a much higher reach and engagement rate

### **SUMMER MEDIA BUY**

- Visit Bend's Summer Media Buy launches at the end of May
  - Partners for this summer include Entercom, Comcast, OPB, Outside Online, and OregonLive, and will be supplemented by a targeted digital and social campaign.
  - Creative will promote an overall summer message, tying in The Bend Pledge
- Geographically, the campaign will mostly target the Portland DMA with statewide reach through an increased digital component.



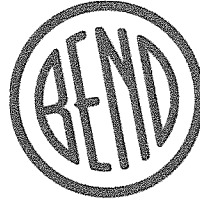
## Public Relations Updates: May 21, 2019

### Press coverage from recent months:

- *Readers Digest* ran a piece on the 15 Best Summer getaways (which was also picked up by MSN Travel) and Bend was included with mentions of the Bend Ale Trail, Bend Brew Bus, Pilot Butte, and more. The author was Erin Gifford, a writer we hosted in June 2018: <http://bit.ly/2x949ZU>
- *Good Housekeeping* did a piece on the most romantic restaurant in each state, and Ariana took the prize for Oregon: <http://bit.ly/2Hn616J>
- *Brides* magazine included Bend (specifically, Brasada Ranch, but also a plethora of activities around the area) in their roundup of epic "mini moon" destinations: <http://bit.ly/2E8uPgX>
- *Fodor's Travel* did a cool piece on 10 ways you can experience your favorite overseas destinations without leaving the U.S. The author was Suzie Dundras, who was part of one of our tag-teamed FAM visits last year. She compared Mt. Bachelor to Chile's Villarrica Volcano: <http://bit.ly/2W7A4HS>
- Chowhound did a feature on the best spring break trips for food lovers. The Pacific NW section had shout-outs for Deschutes Brewery, Silver Moon, Crux, and Sparrow Bakery: <http://bit.ly/2LPThdb>
- *Outside* magazine spotlighted Crow's Feet Commons in their piece on the best bike shops in America: <http://bit.ly/2VI9w0j>
- *House Beautiful* included Bend in their roundup of the best spring break getaways in every state: <http://bit.ly/2Jqhp3W>
- *Health Journal* spotlighted Bend in a recent feature, with mentions of trail running, rock climbing, dog-friendliness, and more: <http://bit.ly/2Vtwl39>

### Upcoming coverage and recent media visits

- In April, Tracy Beard of Wander with Wonder visited on assignment. Thank you to Dave at Wanderlust Tours for the personally-guided snowshoe adventure!
- Also in April, we had a visit from Mark & Mya, a popular Australian blogger who travels the world with his dog. They stayed at the Riverhouse and we met up with him at Sunriver Brewing.
- Ski journalist Aaron Bible was here April 18-21 on assignment for *Free Skier*.
- On June 9, we have Archana Ram coming out on assignment for San Diego Magazine to write a feature on "Three days in Bend." She'll be staying at LOGE, and we're finalizing her itinerary now.



VISIT BEND

## **Group Sales Update**

### **Key Updates**

1. Travel Oregon Outdoor Recreation Summit – May 13 & 14, 2019
2. Triple Crown Sports Baseball Tournament – May 25-27, 2019
3. Bend Beer Chase – June 1, 2019
4. Oregon Trail Gravel Grinder Bike Race – June 19-23, 2019
5. Outdoor City, USA (Cycling Event) – September 13-15, 2019
6. League of Oregon Cities Annual Conference – September 26-28, 2019
7. Cross Crusade – November 2-3, 2019
8. Bend Ale Run – November 9, 2019

### **Key Groups/Events we are actively pursuing**

1. USA Track & Field Club Cross-Country Nationals – December 2020, 1,300 athletes
2. Chef Cycle – June 2020, 300 participants (looks promising)
3. USA Cycling Cyclocross National Championships – December 2022, 1,500 athletes
4. American Cribbage Congress Grand Nationals – October 2020, 600 participants
5. USA BMX Fall Grand Nationals – October 2021, 1,000 Athletes