



VISIT BEND

## A G E N D A

### Board of Directors Meeting

September 17, 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. May 2019 minutes
  
- II. Financial Report (10 minutes)
  - a. Scott Greenstone will brief the board on FY20 YTD finances
    - i. New: Review of variances
    - ii. FY19 financial review - November
  
- III. Tourism Industry Briefing (10 minutes)
  - a. Kevney will brief the board on tourism industry news
    - i. TRT through July 2019
    - ii. New: Lodging type report
    - iii. Lodging data through July 2019
    - iv. Board Member Recruitment
  
- IV. BCTF (5 Minutes)
  - a. Valerie will provide an update on BCTF activity
  
- V. Marketing Update (20 Minutes)
  - a. Laurel Hunter
  - b. Kelli & Laurel will brief the board on summer marketing efforts, website updates, social media, and other marketing related projects
  - c. Troy Kerr from DVA to present on shoulder season and winter media buy
  
- VI. Public Relations Update (5 minutes)
  - a. Tawna will update the board on PR activity
  
- VII. Group Sales Updates (5 minutes)
  - a. Cross Nationals Bid due Oct. 1<sup>st</sup>
  - b. Bouldering Nationals
  - c. Incentive Travel
  
- VIII. Board Roundtable (10 minutes)
  
- IX. Public Comment (10 minutes)

# # #

# Visit Bend

## Budget-to-Actual P&L Analysis

For the period ended August 31, 2019

|                                       | Current Month  |                |                 |                | Year-to-Date   |                |                 |                |
|---------------------------------------|----------------|----------------|-----------------|----------------|----------------|----------------|-----------------|----------------|
|                                       | Actual         | Budget         | Variance        | Var. %         | Actual         | Budget         | Variance        | Var. %         |
| <b>Revenue</b>                        |                |                |                 |                |                |                |                 |                |
| City Funding - Current Year           | 540,987        | 436,856        | 104,131         | 23.8%          | 921,855        | 769,868        | 151,987         | 19.7%          |
| City Funding - Prior Years            | (8,775)        | (8,775)        | 0               | (0.0%)         | (17,550)       | (17,551)       | 1               | (0.0%)         |
| Retail Sales                          | 10,712         | 15,049         | (4,337)         | (28.8%)        | 23,205         | 29,789         | (6,583)         | (22.1%)        |
| Advertising                           | 4,290          | 6,150          | (1,860)         | (30.2%)        | 7,313          | 11,975         | (4,662)         | (38.9%)        |
| Event Revenue                         | -              | -              | -               | 100.0%         | -              | -              | -               | 100.0%         |
| Other Revenue                         | -              | -              | -               | 0.0%           | -              | -              | -               | 0.0%           |
| <b>Total</b>                          | <b>547,213</b> | <b>449,279</b> | <b>97,934</b>   | <b>21.8%</b>   | <b>934,823</b> | <b>794,081</b> | <b>140,742</b>  | <b>17.7%</b>   |
| <b>Personnel Expenses</b>             |                |                |                 |                |                |                |                 |                |
| Base Pay                              | 42,190         | 46,091         | (3,901)         | (8.5%)         | 81,850         | 90,864         | (9,014)         | (9.9%)         |
| Overtime                              | -              | -              | -               | 0.0%           | -              | -              | -               | 0.0%           |
| Incentive Pay                         | 446            | -              | 446             | 0.0%           | 447            | -              | 447             | 0.0%           |
| Payroll Taxes                         | 3,295          | 3,614          | (319)           | (8.8%)         | 7,094          | 7,124          | (29)            | (0.4%)         |
| Employee Benefits                     | 6,145          | 7,670          | (1,525)         | (19.9%)        | 13,143         | 15,340         | (2,197)         | (14.3%)        |
| <b>Total</b>                          | <b>52,075</b>  | <b>57,374</b>  | <b>(5,299)</b>  | <b>(9.2%)</b>  | <b>102,534</b> | <b>113,328</b> | <b>(10,794)</b> | <b>(9.5%)</b>  |
| <b>Sales &amp; Marketing Expenses</b> |                |                |                 |                |                |                |                 |                |
| Cultural Tourism Fund                 | 40,716         | 32,906         | 7,810           | 23.7%          | 70,081         | 58,024         | 12,057          | 20.8%          |
| Visitor Development Fund              | 8,737          | 15,000         | (6,263)         | (41.8%)        | 24,272         | 35,000         | (10,728)        | (30.7%)        |
| Online Mktg                           | 13,713         | 14,083         | (370)           | (2.6%)         | 22,249         | 28,166         | (5,917)         | (21.0%)        |
| Outdoor                               | -              | -              | -               | 0.0%           | -              | -              | -               | 0.0%           |
| Photo                                 | 600            | 1,600          | (1,000)         | (62.5%)        | 2,200          | 3,200          | (1,000)         | (31.3%)        |
| Print                                 | -              | -              | -               | 0.0%           | -              | 5,000          | (5,000)         | (100.0%)       |
| Production                            | 13,968         | 8,904          | 5,064           | 56.9%          | 24,384         | 8,904          | 15,480          | 173.9%         |
| Radio                                 | 5,365          | 9,000          | (3,635)         | (40.4%)        | 11,399         | 9,000          | 2,399           | 26.7%          |
| Trade Shows                           | -              | 500            | (500)           | (100.0%)       | -              | 500            | (500)           | (100.0%)       |
| TV                                    | 5,381          | 7,000          | (1,619)         | (23.1%)        | 6,563          | 7,000          | (437)           | (6.2%)         |
| Collateral                            | 2,413          | 5,000          | (2,587)         | (51.7%)        | 5,176          | 10,000         | (4,824)         | (48.2%)        |
| Brochure Distribution                 | 447            | 150            | 297             | 197.8%         | 23,585         | 22,500         | 1,085           | 4.8%           |
| Postage                               | 1,629          | 2,000          | (371)           | (18.5%)        | 2,223          | 4,000          | (1,777)         | (44.4%)        |
| Public Relations                      | 44             | 500            | (456)           | (91.1%)        | 44             | 1,000          | (956)           | (95.6%)        |
| Promotions                            | -              | 4,500          | (4,500)         | (100.0%)       | 9,618          | 14,500         | (4,882)         | (33.7%)        |
| Research                              | 2,095          | -              | 2,095           | 0.0%           | 5,395          | 4,500          | 895             | 19.9%          |
| Web. Dev.                             | 10,000         | 6,200          | 3,800           | 61.3%          | 10,000         | 12,850         | (2,850)         | (22.2%)        |
| Special Projects                      | -              | -              | -               | 0.0%           | 12,000         | 12,000         | -               | 0.0%           |
| Travel & Meals                        | 951            | 1,000          | (49)            | (4.9%)         | 1,155          | 2,000          | (845)           | (42.2%)        |
| Retail Purchasing                     | 14,516         | 12,402         | 2,114           | 17.0%          | 16,557         | 22,961         | (6,404)         | (27.9%)        |
| <b>Total</b>                          | <b>120,574</b> | <b>120,745</b> | <b>(171)</b>    | <b>(0.1%)</b>  | <b>246,902</b> | <b>261,105</b> | <b>(14,203)</b> | <b>(5.4%)</b>  |
| <b>Overhead Expenses</b>              |                |                |                 |                |                |                |                 |                |
| Building Lease                        | 4,950          | 5,059          | (109)           | (2.2%)         | 9,750          | 9,965          | (215)           | (2.2%)         |
| Building Maintenance                  | 1,009          | 1,000          | 9               | 0.9%           | 2,017          | 2,000          | 17              | 0.9%           |
| Equipment Lease & Maint.              | 381            | 450            | (69)            | (15.4%)        | 606            | 900            | (294)           | (32.7%)        |
| Professional Fees                     | 4,450          | 4,450          | -               | 0.0%           | 9,331          | 8,900          | 431             | 4.8%           |
| Office Supplies                       | 1,317          | 1,000          | 317             | 31.7%          | 1,815          | 2,000          | (185)           | (9.3%)         |
| Utilities                             | 921            | 1,042          | (121)           | (11.6%)        | 1,653          | 2,083          | (430)           | (20.6%)        |
| Bank Fees                             | 284            | 417            | (133)           | (31.9%)        | 758            | 833            | (75)            | (9.0%)         |
| Dues & Subscriptions                  | 979            | 6,595          | (5,616)         | (85.2%)        | 2,207          | 10,765         | (8,558)         | (79.5%)        |
| Insurance                             | 398            | 575            | (177)           | (30.8%)        | 795            | 1,150          | (355)           | (30.8%)        |
| Licenses & Permits                    | 50             | 183            | (133)           | (72.7%)        | 250            | 367            | (117)           | (31.8%)        |
| Education & Training                  | -              | 100            | (100)           | (100.0%)       | -              | 200            | (200)           | (100.0%)       |
| Network & Telco                       | 2,623          | 1,000          | 1,623           | 162.3%         | 2,673          | 2,000          | 673             | 33.7%          |
| Non-Capital IT                        | -              | 1,000          | (1,000)         | (100.0%)       | 9,500          | 12,000         | (2,500)         | (20.8%)        |
| Depreciation & Amort.                 | 800            | 1,450          | (650)           | (44.8%)        | 1,600          | 2,900          | (1,300)         | (44.8%)        |
| Interest Expense                      | (147)          | (125)          | (22)            | 17.2%          | (287)          | (250)          | (37)            | 15.0%          |
| <b>Total</b>                          | <b>19,141</b>  | <b>24,196</b>  | <b>(5,054)</b>  | <b>(20.9%)</b> | <b>43,795</b>  | <b>55,813</b>  | <b>(12,018)</b> | <b>(21.5%)</b> |
| <b>Total Expenses</b>                 | <b>191,791</b> | <b>202,314</b> | <b>(10,524)</b> | <b>(5.2%)</b>  | <b>393,231</b> | <b>430,245</b> | <b>(37,014)</b> | <b>(8.6%)</b>  |
| <b>Surplus (Deficit)</b>              | <b>355,423</b> | <b>246,965</b> | <b>108,458</b>  | <b>43.9%</b>   | <b>541,592</b> | <b>363,836</b> | <b>177,756</b>  | <b>48.9%</b>   |
| <b>Surplus (Deficit) %</b>            | <b>65.0%</b>   | <b>55.0%</b>   | <b>10.0%</b>    |                | <b>57.9%</b>   | <b>45.8%</b>   | <b>12.1%</b>    |                |

## Visit Bend

### Financial Performance Analysis

For the period ended August 31, 2019

#### 1) Operating Analysis

|   |  |
|---|--|
| <b>a) Revenue:</b>                        | Aug19 Revenue was over budget by +\$97.9K (+21.8) overall. This variance consisted primarily of an expected City Funding - Current Year overage of +\$104.1K (+23.8%), a Retail Sales underage of -\$4.3K (-28.8%) and an Advertising underage of -\$1.9K (-30.2%). Year to Date FY 2020 Revenue was over budget by +\$140.7K (+17.7) overall. This variance consisted primarily of an expected City Funding - Current Year overage of +\$152.0K (+19.7%), a Retail Sales underage of -\$6.6K (-22.1%) and an Advertising underage of -\$4.7 (-38.9%). |
| <b>b) Personnel Expenses:</b>             | Aug19 Personnel Expenses were under budget by -\$5.3K (-9.2%). Year to Date FY 2020 Personnel Expenses were under budget by -\$5.3K (-9.2%).   |
| <b>c) Sales &amp; Marketing Expenses:</b> | Aug19 Sales & Marketing expenses were under budget by -\$0.2K (-0.1%), due to timing differences between budgeted actual expenses in multiple expense categories. Year to Date FY 2020 Sales & Marketing expenses were under budget by -\$14.2 (-5.4%), due to timing differences between budgeted actual expenses in multiple expense categories.   |
| <b>d) Overhead Expenses:</b>              | Aug19 Overhead expenses were under budget by -\$5.1K (-20.9%) overall, due to various variances caused by timing differences. Year to Date FY 2020 Overhead expenses were under budget by -\$12.0K (-21.5%) overall, due to various variances caused by timing differences.  |
| <b>e) Surplus (Deficit):</b>              | Aug19 Surplus of \$355.4K (65.0%) was over budgeted of a Surplus of \$247.0K (55.0%) by +\$108.5K (+10.0% profitability points) due to over budget Revenues. Year to Date FY 2020 Surplus of \$541.6K (57.9%) was over budgeted of a Surplus of \$363.8K (45.8%) by +\$177.8K (+12.1% profitability points) due to over budget Revenues.   |

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

|                              |  |
|------------------------------|--|
| <b>a) Cash Flow Summary:</b> | In Aug19, Cash increased by +\$193.2K to a month-end balance of \$579.5K. Year to Date FY 2020 Cash increased by +\$70.8K to a period-end balance of \$579.5K  |
| <b>b) Balance Sheet:</b>     | The Balance Sheet remained healthy as of Aug19, in terms of both "liquidity" (Current Ratio of 7.5) 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 2020 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 Normalized City Funding Year Over Year Fluctuation Analysis - FY 2020 vs FY 2019

## Budget Variance Breakdown:

|  | Jul-19  | Aug-19  | Sep-19  | Oct-19  | Nov-19  | Dec-19  | Jan-20  | Feb-20  | Mar-20  | Apr-20  | May-20  | Jun-20  | Total     |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| City Funding - Current Year - BUDGET * | 333,012 | 436,856 | 483,730 | 315,282 | 226,184 | 148,298 | 157,619 | 199,943 | 186,001 | 236,818 | 249,757 | 269,155 | 3,242,656 |
| City Funding - Current Year - ACTUAL   | 380,868 | 540,987 | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | 921,855   |

| City Funding - Current Year - VARIANCE | 14.4%  | 23.8%   | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 151,987 |
|--|--------|---------|------|------|------|------|------|------|------|------|------|------|---------|
| City Funding - Current Year - VARIANCE | 47,856 | 104,131 | -    | -    | -    | -    | -    | -    | -    | -    | -    | -    | 19,773  |

| Variance \$ - Current Month Lodging  | Jul-19  | Aug-19 | Sep-19 | Oct-19 | Nov-19 | Dec-19 | Jan-20 | Feb-20 | Mar-20 | Apr-20 | May-20 | Jun-20 | Total   |
|--------------------------------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Variance \$ - Current Month Lodging  | 32,559  | 54,256 | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | 86,815  |
| Variance \$ - Prior Periods (Late)   | 16,974  | 50,772 | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | 67,745  |
| Variance \$ - Future Periods (Early) | (1,676) | (897)  | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | (2,573) |

|                                      |        |         |   |   |   |   |   |   |   |   |   |   |         |
|--------------------------------------|--------|---------|---|---|---|---|---|---|---|---|---|---|---------|
| Variance \$ - Current Current Period | 47,856 | 104,131 | - | - | - | - | - | - | - | - | - | - | 151,987 |
|--------------------------------------|--------|---------|---|---|---|---|---|---|---|---|---|---|---------|

| Variance % - Current Month Lodging  | Jul-19 | Aug-19 | Sep-19 | Oct-19 | Nov-19 | Dec-19 | Jan-20 | Feb-20 | Mar-20 | Apr-20 | May-20 | Jun-20 | Total |
|-------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| Variance % - Current Month Lodging  | 9.8%   | 12.4%  | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 11.3% |
| Variance % - Prior Periods (Late)   | 5.1%   | 11.6%  | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 8.8%  |
| Variance % - Future Periods (Early) | -0.5%  | -0.2%  | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | -0.3% |

|                                     |       |       |      |      |      |      |      |      |      |      |      |      |       |
|-------------------------------------|-------|-------|------|------|------|------|------|------|------|------|------|------|-------|
| Variance % - Current Current Period | 14.4% | 23.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 19.7% |
|-------------------------------------|-------|-------|------|------|------|------|------|------|------|------|------|------|-------|

\* FY 2020 Budget was based upon a 4% YOY increase from FY 2019

# Visit Bend Summary of Cash Reserve Funds and

## "Rainy Day" Cash Reserve Fund

|                              | Jul-19         | Aug-19         | Sep-19 | Oct-19 | Nov-19 | Dec-19 | Jan-20 | Feb-20 | Mar-20 | Apr-20 | May-20 | Jun-20 |
|------------------------------|----------------|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Beginning Balance            | 166,418        | 185,939        | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      |
| PLUS Receipts                |                |                |        |        |        |        |        |        |        |        |        |        |
| 5% of Revenue                | 19,380         | 27,361         | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      |
| Interest Income              | 140            | 146            | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      |
| Other                        | -              | -              | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      |
| Total Receipts               | 19,520         | 27,507         | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      |
| MINUS Disbursements          |                |                |        |        |        |        |        |        |        |        |        |        |
| Down Cycle Tourism Promotion | -              | -              | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      |
| Bank Fees                    | -              | -              | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      |
| Other                        | -              | -              | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      |
| Total Disbursements          | -              | -              | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      |
| <b>= Ending Balance</b>      | <b>185,939</b> | <b>213,445</b> | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      |

## "Wind Down" Cash Reserve Fund

|                         |                |                |           |           |           |           |           |           |          |          |          |            |
|-------------------------|----------------|----------------|-----------|-----------|-----------|-----------|-----------|-----------|----------|----------|----------|------------|
| Beginning Balance       | 101,858        | 101,859        | -         | -         | -         | -         | -         | -         | -        | -        | -        | -          |
| PLUS Receipts           |                |                |           |           |           |           |           |           |          |          |          |            |
| Interest Income         | 1              | 16             | 68        | 91        | 83        | 86        | 86        | 31        | 1        | 1        | 1        | 501        |
| Other                   | -              | -              | -         | -         | -         | -         | -         | -         | -        | -        | -        | -          |
| Total Receipts          | 1              | 16             | 68        | 91        | 83        | 86        | 86        | 31        | 1        | 1        | 1        | 501        |
| MINUS Disbursements     |                |                |           |           |           |           |           |           |          |          |          |            |
| Bank Fees               | -              | -              | -         | -         | -         | -         | -         | -         | -        | -        | -        | -          |
| Other                   | -              | -              | -         | -         | -         | -         | -         | -         | -        | -        | -        | -          |
| Total Disbursements     | -              | -              | -         | -         | -         | -         | -         | -         | -        | -        | -        | -          |
| <b>= Ending Balance</b> | <b>101,859</b> | <b>101,874</b> | <b>68</b> | <b>91</b> | <b>83</b> | <b>86</b> | <b>86</b> | <b>31</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>501</b> |

## Bank Account Summary

|   |                |                |   |   |   |   |   |   |   |   |   |   |
|---|----------------|----------------|---|---|---|---|---|---|---|---|---|---|
| First Interstate - Operating Checking Account   | 98,138         | 264,189        | - | - | - | - | - | - | - | - | - | - |
| First Interstate - Rainy Day Reserve MM Account | 185,939        | 213,445        | - | - | - | - | - | - | - | - | - | - |
| First Interstate - Wind Down Cash Reserve CD    | 100,500        | 100,500        | - | - | - | - | - | - | - | - | - | - |
| First Interstate - Wind Down Cash Reserve MM A  | 1,359          | 1,360          | - | - | - | - | - | - | - | - | - | - |
| Petty Cash                                      | 400            | 25             | - | - | - | - | - | - | - | - | - | - |
| <b>Total Cash</b>                               | <b>386,335</b> | <b>579,519</b> | - | - | - | - | - | - | - | - | - | - |

No assurance is provided

# Bend Cultural Tourism Fund Financial Performance Summary

For the period ended August 31, 2019

|   |  |
|---|--|
| <b>a) Revenue:</b>                            | Aug19 Revenue of \$40.7K was over budget of \$32.9K by +\$7.8K (+23.7%). Year to Date FY 2020 Revenue of \$69.4K was over budget of \$58.0K by +\$11.4K (+19.6%).  |
| <b>b) Operating Expenses</b>                  | Aug19 Operating Expenses of \$0.8K were under budget of \$3.6K by -\$2.8K (-77.9%). Year to Date FY 2020 Operating Expenses of \$1.6K were under budget of \$7.2K by -\$5.7K (-77.9%).   |
| <b>c) Cultural Tourism Fund Grants</b>        | For the FY 2019 Grants Cycle, \$200K were pledged in Jun19, and through Aug18 \$150.0K of the Grants were paid out, leaving a pledged but unpaid balance of \$50.0K as of Aug19. For the FY 2018 Grants Cycle, \$205K of Grants were pledged in Jun18, and through Aug19 \$198.9K of these Grants were paid out, leaving a pledged but unpaid FY 2018 grants of \$6.1K as of Aug19. In total, as of Aug19, \$56.1K in grants were pledged from unpaid. |
| <b>d) Fund Balance - After Grants</b>         | As of Aug19, Fund Balance - After Grants was \$87.7K.  |
| <b>e) Available Funds to Grant in FY 2020</b> | The FY 2020 Grants Budget is \$200K and the budget is for a surplus of \$202K.   |

**Bend Cultural Tourism Fund  
Budget-to-Actual P&L Analysis  
For the period ended August 31, 2019**

|  | Current Month |               |                | Year-to-Date  |               |                |                |
|--|---------------|---------------|----------------|---------------|---------------|----------------|----------------|
|  | Actual        | Budget        | Variance       | Actual        | Budget        | Variance       | Var. %         |
| <b>Revenue *</b>                       |               |               |                |               |               |                |                |
| City Funding - Current Year            | 40,574        | 32,764        | 7,810          | 69,139        | 57,740        | 11,399         | 19.7%          |
| City Funding - Prior Years             | (658)         | (658)         | 0              | (1,316)       | (1,316)       | 0              | (0.0%)         |
| Other Revenue                          | 800           | 800           | -              | 1,600         | 1,600         | -              | 0.0%           |
| <b>Total</b>                           | <b>40,716</b> | <b>32,906</b> | <b>7,810</b>   | <b>69,423</b> | <b>58,024</b> | <b>11,399</b>  | <b>19.6%</b>   |
| <b>Operating Expenses</b>              |               |               |                |               |               |                |                |
| Grant Administrator: Contract & Travel | -             | 2,000         | (2,000)        | -             | 4,000         | (4,000)        | (100.0%)       |
| Grants Management System Subscription  | -             | 625           | (625)          | -             | 1,250         | (1,250)        | (100.0%)       |
| Professional Fees                      | 800           | 750           | 50             | 1,600         | 1,500         | 100            | 6.7%           |
| Marketing & Communications             | -             | 100           | (100)          | -             | 200           | (200)          | (100.0%)       |
| Meeting Expenses & Office Supplies     | -             | 50            | (50)           | -             | 100           | (100)          | (100.0%)       |
| Travel Expenses                        | -             | 83            | (83)           | -             | 167           | (167)          | (100.0%)       |
| Other Expenses                         | -             | 17            | (17)           | -             | 33            | (33)           | (100.0%)       |
| <b>Total</b>                           | <b>800</b>    | <b>3,625</b>  | <b>(2,825)</b> | <b>1,600</b>  | <b>7,250</b>  | <b>(5,650)</b> | <b>(77.9%)</b> |
| <b>Surplus (Deficit)</b>               | <b>39,916</b> | <b>29,281</b> | <b>10,635</b>  | <b>67,823</b> | <b>50,774</b> | <b>17,049</b>  | <b>33.6%</b>   |
| <b>Fund Balance - Before Grants</b>    |               |               |                | <b>91,238</b> | <b>-</b>      | <b>91,238</b>  | <b>0.0%</b>    |
| <b>Cultural Tourism Fund Grants</b>    |               |               |                | <b>3,563</b>  | <b>-</b>      | <b>3,563</b>   | <b>0.0%</b>    |
| <b>Fund Balance - After Grants</b>     |               |               |                | <b>87,675</b> | <b>-</b>      | <b>87,675</b>  | <b>0.0%</b>    |

\* 7.5% of Total Visit Bend City Funding Revenue

No assurance is provided



ROOM TAX COLLECTIONS

10:15 AM 9/17/2019

DESCHUTES COUNTY - TRT COLLECTION

|      | FY1712       | CHANGE | FY1713       | CHANGE | FY1714       | CHANGE | FY1715       | CHANGE | FY1716       | CHANGE | FY1717       | CHANGE | FY1718       | CHANGE | FY1819       | CHANGE | FY1820 | CHANGE |
|------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------|--------|
| JUL  | \$ 762,447   | 12.8%  | \$ 818,412   | 7.4%   | \$ 915,363   | 11.8%  | \$ 1,186,765 | 29.9%  | \$ 1,271,350 | 6.9%   | \$ 1,430,995 | 12.6%  | \$ 1,514,978 | 5.9%   | \$ 1,667,996 | 10.1%  |        |        |
| AUG  | \$ 640,605   | -5.0%  | \$ 735,533   | 14.8%  | \$ 906,575   | 23.2%  | \$ 1,115,119 | 23.0%  | \$ 1,169,500 | 4.9%   | \$ 1,216,868 | 4.1%   | \$ 1,468,425 | 20.7%  | \$ 1,413,522 | -3.7%  |        |        |
| SEP  | \$ 313,722   | -0.4%  | \$ 327,777   | 4.5%   | \$ 403,810   | 23.2%  | \$ 430,477   | 6.6%   | \$ 614,663   | 42.8%  | \$ 574,486   | -6.5%  | \$ 599,022   | -7.9%  | \$ 610,988   | 16.5%  |        |        |
| OCT  | \$ 129,320   | 16.8%  | \$ 126,748   | -1.9%  | \$ 139,234   | 9.7%   | \$ 175,403   | 26.0%  | \$ 240,295   | 37.0%  | \$ 282,936   | 17.7%  | \$ 384,256   | 39.3%  | \$ 364,516   | -7.5%  |        |        |
| NOV  | \$ 101,784   | -9.2%  | \$ 105,795   | 3.9%   | \$ 131,451   | 24.3%  | \$ 195,905   | 49.0%  | \$ 213,017   | 8.7%   | \$ 228,833   | 7.4%   | \$ 266,590   | 16.6%  | \$ 286,147   | 7.2%   |        |        |
| DEC  | \$ 221,146   | 10.6%  | \$ 282,250   | 27.6%  | \$ 319,538   | 13.2%  | \$ 380,655   | 19.1%  | \$ 396,621   | 4.2%   | \$ 453,353   | 14.3%  | \$ 421,618   | -7.0%  | \$ 472,507   | 12.1%  |        |        |
| JAN  | \$ 125,545   | -18.3% | \$ 180,588   | 43.8%  | \$ 180,382   | -0.1%  | \$ 230,003   | 27.5%  | \$ 278,939   | 21.3%  | \$ 272,394   | -2.3%  | \$ 315,236   | 15.7%  | \$ 414,665   | 31.5%  |        |        |
| FEB  | \$ 143,076   | 19.4%  | \$ 154,092   | 7.7%   | \$ 155,023   | 0.6%   | \$ 189,704   | 22.4%  | \$ 258,899   | 34.9%  | \$ 259,411   | 0.4%   | \$ 277,310   | 6.9%   | \$ 351,432   | 28.7%  |        |        |
| MAR  | \$ 151,221   | 2.0%   | \$ 194,809   | 28.8%  | \$ 224,459   | 15.2%  | \$ 276,134   | 23.0%  | \$ 302,367   | 9.6%   | \$ 354,899   | 17.4%  | \$ 407,138   | 14.7%  | \$ 343,299   | -16.7% |        |        |
| APR  | \$ 121,015   | 14.2%  | \$ 130,428   | 7.8%   | \$ 181,695   | 39.3%  | \$ 189,582   | 4.3%   | \$ 216,213   | 14.0%  | \$ 236,091   | 9.2%   | \$ 272,934   | 15.6%  | \$ 406,383   | 48.9%  |        |        |
| MAY  | \$ 202,628   | 6.1%   | \$ 219,254   | 8.2%   | \$ 258,725   | 18.0%  | \$ 292,303   | 13.0%  | \$ 354,123   | 21.1%  | \$ 380,661   | 7.5%   | \$ 406,280   | 6.6%   | \$ 524,863   | 29.2%  |        |        |
| JUN  | \$ 445,126   | 29.0%  | \$ 449,607   | 1.0%   | \$ 492,519   | 2.9%   | \$ 625,431   | 35.2%  | \$ 755,505   | 20.8%  | \$ 683,013   | -9.6%  | \$ 781,871   | 14.5%  | \$ 973,143   | 24.9%  |        |        |
| FYTD | \$ 3,357,635 | 6.6%   | \$ 3,695,963 | 10.1%  | \$ 4,278,774 | 15.8%  | \$ 5,255,481 | 23.2%  | \$ 6,068,098 | 15.2%  | \$ 6,383,950 | 5.2%   | \$ 7,055,998 | 10.5%  | \$ 7,829,451 | 11.0%  |        |        |

CITY OF BEND - TRT COLLECTION

|      | FY1712       | CHANGE | FY1713       | CHANGE | FY1714       | CHANGE | FY1715       | CHANGE | FY1716       | CHANGE | FY1717       | CHANGE | FY1718       | CHANGE | FY1819        | CHANGE | FY1820       | CHANGE |
|------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|---------------|--------|--------------|--------|
| JUL  | \$ 544,668   | 11.2%  | \$ 543,438   | -0.2%  | \$ 596,376   | 7.9%   | \$ 891,867   | 50.4%  | \$ 1,167,521 | 32.4%  | \$ 1,255,078 | 7.3%   | \$ 1,415,547 | 13.0%  | \$ 1,392,621  | -1.6%  | \$ 1,576,080 | 13.2%  |
| AUG  | \$ 480,388   | 8.2%   | \$ 534,186   | 11.2%  | \$ 610,702   | 14.3%  | \$ 870,733   | 42.6%  | \$ 1,021,591 | 17.3%  | \$ 1,109,525 | 8.6%   | \$ 1,347,492 | 21.4%  | \$ 1,343,926  | -0.3%  |              |        |
| SEP  | \$ 377,773   | 15.1%  | \$ 395,722   | 4.8%   | \$ 462,399   | 16.8%  | \$ 565,927   | 22.4%  | \$ 739,451   | 30.7%  | \$ 839,649   | 13.6%  | \$ 820,801   | -2.2%  | \$ 945,590    | 15.2%  |              |        |
| OCT  | \$ 229,891   | -8.4%  | \$ 280,250   | 21.9%  | \$ 345,402   | 23.2%  | \$ 440,768   | 27.6%  | \$ 530,277   | 20.3%  | \$ 664,833   | 25.4%  | \$ 620,738   | -6.5%  | \$ 734,036    | 18.8%  |              |        |
| NOV  | \$ 166,215   | 9.2%   | \$ 178,469   | 7.4%   | \$ 215,766   | 20.9%  | \$ 295,095   | 36.8%  | \$ 357,600   | 21.2%  | \$ 458,649   | 28.3%  | \$ 426,303   | -7.1%  | \$ 495,457    | 16.2%  |              |        |
| DEC  | \$ 205,601   | -5.7%  | \$ 228,195   | 11.0%  | \$ 289,908   | 26.6%  | \$ 380,893   | 31.8%  | \$ 434,108   | 14.0%  | \$ 541,672   | 24.8%  | \$ 506,919   | -6.4%  | \$ 567,940    | 12.0%  |              |        |
| JAN  | \$ 158,458   | 3.1%   | \$ 183,934   | 16.1%  | \$ 228,564   | 24.3%  | \$ 329,996   | 43.9%  | \$ 399,620   | 21.5%  | \$ 467,395   | 17.0%  | \$ 475,959   | 1.8%   | \$ 554,007    | 16.4%  |              |        |
| FEB  | \$ 191,409   | 5.7%   | \$ 205,050   | 7.1%   | \$ 252,821   | 28.2%  | \$ 327,576   | 43.7%  | \$ 428,240   | 30.4%  | \$ 475,568   | 11.0%  | \$ 489,784   | 5.1%   | \$ 533,904    | 8.8%   |              |        |
| MAR  | \$ 228,231   | 8.3%   | \$ 260,039   | 15.5%  | \$ 356,557   | 37.1%  | \$ 492,377   | 38.1%  | \$ 542,242   | 10.1%  | \$ 686,590   | 26.6%  | \$ 673,381   | -1.9%  | \$ 741,913    | 10.1%  |              |        |
| APR  | \$ 233,926   | 8.5%   | \$ 273,643   | 17.0%  | \$ 329,825   | 20.5%  | \$ 474,418   | 43.8%  | \$ 514,211   | 20.4%  | \$ 635,713   | 11.3%  | \$ 690,587   | 8.6%   | \$ 731,773    | 6.8%   |              |        |
| MAY  | \$ 304,522   | 4.8%   | \$ 346,642   | 13.8%  | \$ 431,931   | 24.5%  | \$ 584,528   | 36.0%  | \$ 614,788   | 4.6%   | \$ 766,845   | 24.7%  | \$ 803,557   | 4.8%   | \$ 915,959    | 14.0%  |              |        |
| JUN  | \$ 405,876   | 16.6%  | \$ 446,842   | 10.1%  | \$ 601,113   | 34.5%  | \$ 794,235   | 32.1%  | \$ 887,415   | 11.7%  | \$ 1,021,403 | 15.1%  | \$ 1,081,883 | 5.9%   | \$ 1,210,933  | 11.9%  |              |        |
| FYTD | \$ 3,523,958 | 7.4%   | \$ 3,889,070 | 10.3%  | \$ 4,720,365 | 21.4%  | \$ 6,490,413 | 37.5%  | \$ 7,694,125 | 18.5%  | \$ 8,920,998 | 15.9%  | \$ 9,392,551 | 5.3%   | \$ 10,173,649 | 8.3%   | \$ 1,576,080 | -84.5% |

Indicates Historical High For That Specific Month

Collected July 1, 2019 - August 31, 2019  
 Room Tax Collections by Property Type  
 Collected in the Month of:

|                              | July        | August      | September | October | November | December | January | February | March | April | May  | June | Total Collected |
|------------------------------|-------------|-------------|-----------|---------|----------|----------|---------|----------|-------|-------|------|------|-----------------|
| Hotel, Motel, Resort, Online | \$ 993,238  | \$1,452,618 | \$ -      | \$ -    | \$ -     | \$ -     | \$ -    | \$ -     | \$ -  | \$ -  | \$ - | \$ - | \$ 2,445,856    |
| Retailer, Lodging Unit       | 100,360     | 155,736     | -         | -       | -        | -        | -       | -        | -     | -     | -    | -    | 256,096         |
| Vacation Rental              | 6,868       | 9,665       | -         | -       | -        | -        | -       | -        | -     | -     | -    | -    | 16,533          |
| B&B, Boarding House          | 22,490      | 30,694      | -         | -       | -        | -        | -       | -        | -     | -     | -    | -    | 53,184          |
| RV/Park                      | 122,689     | 120,607     | -         | -       | -        | -        | -       | -        | -     | -     | -    | -    | 243,296         |
| AirBnB                       |             |             |           |         |          |          |         |          |       |       |      |      |                 |
| Total per City TRT Master    | \$1,245,645 | \$1,769,320 | \$ -      | \$ -    | \$ -     | \$ -     | \$ -    | \$ -     | \$ -  | \$ -  | \$ - | \$ - | \$ 3,014,965    |
| Data Tracking                |             |             |           |         |          |          |         |          |       |       |      |      |                 |







## MARKETING UPDATES: SEP 2019

### Summer Media Buy Recap

- Visit Bend's summer media buy is wrapping up this week. This year's spend was about the same as last summer, coming in at just over \$55,000 focused primarily within the PDX metro and included partners like:
  - Comcast
  - Entercom
  - Facebook + Pinterest + IG
  - OPB
  - Outside Online
  - Oregon Live
- In total, nearly 4.5 million impressions were served across TV, radio, and digital channels.
- Tracking this buy against website metrics, during the duration of the buy we saw overall visits increase 25.2% YOY, pageviews up 9.71% YOY, and outbound clicks to tourism stakeholders increase 11.33%, driving more than 185,600 clicks to external websites.

### Winter Media Buy

- This year's shoulder season and winter media buy will be similar to last year in terms of dollar spent. Overall, nearly \$850,000 will be spent on placed media between October 1, 2019 and April 20, 2019.
  - Primary markets to include PDX, SEA, and SFO (with tertiary markets also included, targeted digitally)
  - Bigger focus on digital and streaming services vs. standard terrestrial television and radio. This includes services like digital video through Comcast that plays on set top boxes (Apple TV, Roku, etc.) a heavy social presence, and a larger spend on YouTube and GDN.
  - New digital partners will allow for increased engagement and higher levels of traffic to visitbend.com
  - Specific campaigns will focus on Tenth Month, Bend Ale Trail Month, Winter Family, Winter Friends, and Spring

### Website

- High-level website analytics (past 365 days):
  - Total visits: 1,489,733 (+13.52% YOY) // Total users: 1,035,069 (+13.89%) // Pageviews: 3,195,033 (+5.76) // New Users: 1,011,009
  - Geo: PDX (28.53%), BND (18%), SEA (12.77%), SFO (8.52%)

- Top visited pages last three months:
  - Events
  - Things to Do
  - Home
  - Where to Stay
  - Blog – Top Ten Must Do
  - Floating the River
  - Blog – Floating the River
  - Hiking
  - Food + Drink
  - Bend Ale Trail

### **Email Marketing**

- June Newsletter: 11,143 recipients, 21.33% open rate, 15.6% click rate
- July Newsletter: 11,370 recipients, 23.39% open rate, 17.6% click rate
- August Newsletter: 11,515 recipients, 17.76% open rate, 17.18% click rate

### **Social Media (Past six months)**

- **Facebook:** 9.94 million impressions, 376,977 post engagements, 200,486 clicks.
- **Instagram:** 2.12 million impressions, 23,684 followers, 87.6k engagements.



VISIT BEND

## Public Relations Updates: September 17, 2019

### Press coverage from recent months:

- We worked with *Real Simple* magazine (which has a circulation of over 2 million) for an August 2019 feature on Bend travel.
- The Alaska Airlines in-flight magazine featured Bend in two summer issues, with spotlights on Bend's farm-to-table culinary scene and the Bend Ale Trail.
- The Good Sam Club included Bend in a blog piece featuring outstanding places to celebrate 4<sup>th</sup> of July.
- We worked with *Northwest Travel & Life* magazine for a feature on wilderness day hikes near urban cities. Their Sept/Oct issue contains a very nice feature on the Oregon Badlands Wilderness.
- TripsToDiscover.com featured Bend in an August piece on "Best mountain towns for escaping the summer heat." <http://bit.ly/2m70lhR>
- In June we hosted Catherine Ryan Gregory, an influencer of [To & Fro Fam](#), as well as a freelancer for *Glamour*, *Cosmopolitan*, *Parents*, *Women's Health*, and *Scary Mommy*. The Riverhouse provided lodging, and she generated some phenomenal content around sustainable family travel: <http://bit.ly/2kxhHvn> and lodging at The Riverhouse: <http://bit.ly/2keNZed> We're bringing her back in October for a grownups only getaway.
- *The Globe and Mail* (Canada's national newspaper) included Bend in an August article featuring top cycling destinations.
- *Esquire* magazine featured Bend in a September article on under-the-radar destinations for fall: <http://bit.ly/2lLnqxQ>
- *Forbes* spotlighted Bend's outdoors scene (golfing, fishing, etc.) in a September piece on top places to follow your passions in retirement: <http://bit.ly/2kHWgYo>
- The *Los Angeles Times* did a piece on cycling around Central Oregon in August. We're currently in working with the writer (Brian Clark) to get him back out here this winter for another piece on Mt. Bachelor. <https://lat.ms/2mf83hi>
- *Jetsetter* included Bend in a piece on America's best mountain towns.
- *Outside* featured Crater Lake in their roundup of "Alternatives to Crowded Outdoor Instagram Spots." <http://bit.ly/2ki2Swv>
- The Travel Channel featured Bend as one of 10 affordable family road trips.
- SFGate did a summer feature on how to spend 3 perfect days in Bend: <http://bit.ly/2lR8WfW>

(over)

## Upcoming coverage and recent media visits

- We worked with *Sunset* magazine for a piece in their Sept/Oct “Insider” section (which we expect to see any day now). They’re featuring famous locals offering their insights to the city, and we connected them with Tonya Cornett from 10 Barrel and Lauren Fleshman (pro athlete, writer, coach).
- *Full-Time Travel* magazine is working on an article spotlighting Bend as an overall outdoor-person’s dream destination, with special emphasis on the Bend Ale Trail.
- In June we hosted Archana Ram from *San Diego Magazine* for a feature on “Three days in Bend.” We expect to see that coverage any day now.
- In July we hosted an influencer from ForgetSomeday.com for a spotlight on family-friendly travel. Coverage should be forthcoming shortly.
- Catherine Ryan Gregory (who I mentioned earlier as an influencer we brought out in June) is returning Oct. 4-6 for a more adult-oriented trip. She’s staying at Pine Ridge Inn and will be focusing on disc golf, breweries, and hiking.
- In November we’re hosting a pair of travel influencers focused on eco-tourism, conservation, and recreation. Karen Wofford and her partner write for *Mother Earth Living* (print circulation nearly 300k and 250k average monthly web visitors) and *Trips To Discover* (900k FB page fans, 14-million unique annual page views) as well as other publications for which they freelance. We’re setting up an itinerary that will include an ATV excursion with OutridersNW, a hopservatory tour at Worthy, fly fishing with Fly & Field, and canoeing with Wanderlust.
- We’ve had a ton of interest in the Pledge Wild initiative, with journalists expressing interest from *The New York Times*, *LA Times*, *Sunset* magazine, *Outside* magazine, *Washington Post*, and more. Still waiting to see how coverage shakes out.





## **Group Sales Update**

### **Upcoming Events:**

1. League of Oregon Cities – September 26-28, 2019
2. Cross Crusade Cyclocross Race – November 2-3, 2019
3. Bend Ale Run – November 9, 2019
4. Pickleball Tournament – December 12-15, 2019
5. USA Climbing Bouldering Nationals – Early February, 2020

### **Bids & Projects:**

1. USA Cycling Cyclocross Nationals bid due October 1, 2019
2. International Snow Science Workshop coming fall 2022
3. USA Track & Field Cross Country Nationals
4. USA BMX Fall Grand Nationals
5. Incentive Travel