



AGENDA

Board of Directors Meeting

January 21, 2020 – 8:00 a.m. at the Oxford Hotel - 10 NW Minnesota, Bend, OR, 97703

- I. New Board Members
 - a. Diana Spring – A Stone’s Throw Bungalow
 - b. Todd Montgomery – OSU Cascades
- II. Approval of Minutes from Previous Board Meeting
 - a. November 2019 minutes
- III. Financial Report (5 minutes)
 - a. Kevney will brief the board on FY20 YTD finances
- IV. Tourism Industry Briefing (5 minutes)
 - a. Kevney will brief the board on tourism industry news
 - i. TRT through November 2019
 - 1. Lodging type breakdown
 - ii. Lodging data through December 2020
- V. Marketing Update (20 Minutes)
 - a. Marketing overview – Nate
 - i. Takeaway tip
 - ii. Marketing strategy sessions reminder
 - b. Winter campaign performance and metrics – Laurel
 - c. Social and third-party platforms – Kelli
 - d. Public relations update – Tawna
- VI. BCTF (5 Minutes)
 - a. Valerie will provide an update on BCTF activity
- VII. Group Sales Updates – Kevney (5 minutes)
 - a. Bouldering Nationals
 - b. Regional group sales program
- VIII. Board Roundtable (10 minutes)
- IX. Public Comment (10 minutes)



VISIT BEND

Visit Bend Board of Directors Meeting Minutes November 19, 2019

Location: The Oxford Hotel

Present: Kevney Dugan, Valerie Warren, Nate Wyeth, Tawna Fenske, Laurel Hunter, Noelle Fredland, Matt Williams, Alan Dietrich, Erick Trachsel, John McLeod, Brent McLean, Lisa Sidor, Kelli Neumann, Scott Greenstone

Guests: Wes Price, Heather McMeekin, Wendy Kelley, Hank Therien, Amy Penfield, Dave Nissen, Ben Hemson, Olivia Evers, Stephanie McNeil, Diana Spring, Julia Theisen, Katie, Johnson, Marianne Lane, Raul Ainardi, Suzanne Roig

Call to Order

Chair Noelle Fredland called the meeting to order at 8:03 a.m. Introductions followed.

Approval of Meeting Minutes

Matt Williams then moved that the September meeting minutes be approved. John McLeod seconded. The minutes were unanimously approved.

Annual Financial Review

Wes Price and Heather McMeekin presented the results of the annual financial review. Wes stated that Visit Bend has been adhering to financial best practices. They are not aware of any material misstatements. Cash increased significantly due to the creation of a rainy day reserve fund and the increased amount in the wind down reserve fund.

Financial Report

Scott Greenstone presented the financial review. Visit Bend is four months into the current fiscal year. Scott discussed some highlights from the profit and loss statement. Revenue is about 5%, or \$90,000, over budget. Expenses are tracking close to budget. Some areas are under budget due to timing differences.

The cash position will decrease over the remaining portion of the year as funds collected during the summer season are deployed for marketing. The exception to this is the two reserve funds.

Scott also stated that he has begun analyzing the timing of City funding more in-depth - and looking at the lodging activity vs. when the taxes were actually remitted.

After this grant cycle, the Bend Cultural Tourism fund will have granted out over \$1 million.

More information is available in the Board Packet.

Alan Dietrich moved that the financial report be approved. John McLeod seconded. The financial report was unanimously approved.

Kevney Dugan discussed recent hotel and vacation rental occupancy and key metrics.

Kevney also stated that the City of Bend is performing a two-stage vacation rental audit. The first step which happened this month, involved the City reaching out to permitted vacation rental owners for feedback. The second stage, which will happen next spring, will involve an audit to attempt to determine potential uncollected tax - i.e. how many properties are operating without permits.

Kevney said that applicants for open the Visit Bend Board of Directors positions are being reviewed.

Visit Central Oregon is currently conducting a rebranding effort, and they are accepting input.

BCTF

The BCTF Executive Committee and Commission have reviewed comments and feedback from the Visit Bend Board and has made some changes to the Commission structure as well as the seasonality point system for grant guidelines.

Marketing Update

Nate Wyeth reported that the new Visitor Guide was recently printed and distributed.

Nate presented the fall and winter media buy updates as well as other key marketing numbers.

More information is available in the Board Packet.

Public Relations Update, Group Sales Updates, Board Roundtable, Public Comment

These sections were skipped for this meeting due to time constraints.

The meeting was adjourned at 9:12 a.m.

Notes by: Valerie Warren
November 19, 2019

Visit Bend

Financial Performance Analysis

For the period ended December, 2019

1) Operating Analysis

<p>a) Revenue:</p>	<p>Dec19 Revenue was over budget by +\$7.3 (+4.2%) overall. This variance consisted primarily of a City Funding - Current Year overage of +\$12.6K (+8.5%) and an Advertising underage of -\$5.4K (-66.2%). Year to Date FY 2020 Revenue was over budget by +\$117.3K (+5.8) overall. This variance consisted primarily of a City Funding - Current Year overage of +\$141.4K (+7.3%), a Retail Sales underage of -\$11.9K (-13.5%) and an Advertising underage of -\$12.1K (-26.4%).</p>
<p>b) Personnel Expenses:</p>	<p>Dec19 Personnel Expenses were under budget by -\$2.5K (-3.7%). Year to Date FY 2020 Personnel Expenses were under budget by -\$20.8K (-5.8%).</p>
<p>c) Sales & Marketing Expenses:</p>	<p>Dec19 Sales & Marketing expenses were under budget by -\$35.0K (-11.7%), due to timing differences between budgeted actual expenses in multiple expense categories. Year to Date FY 2020 Sales & Marketing expenses were over budget by +\$19.5K (+2.0%), due to timing differences between budgeted actual expenses in multiple expense categories.</p>
<p>d) Overhead Expenses:</p>	<p>Dec19 Overhead expenses were under budget by -\$0.5K (-1.8%) overall, due to various variances caused by timing differences. Year to Date FY 2020 Overhead expenses were under budget by -\$8.1K (-5.7%) overall, due to various variances caused by timing differences.</p>
<p>e) Surplus (Deficit):</p>	<p>Dec19 Deficit of -\$176.0K (-97.2%) was under budgeted Deficit of -\$221.3K (-127.3%) by +\$45.3K (-20.5%) (+30.1% profitability points) due primarily to under budget Sales & Marketing Expenses offset by over budget Revenue. Year to Date FY 2020 Surplus of \$671.1K (31.3%) was over budgeted Surplus of \$544.7K (26.9%) by +\$126.4K (+23.2%) (+4.4% profitability points) primarily due to over budget Revenues and over budget Sales & Marketing expenses.</p>

2) Cash Flow & Balance Sheet Analysis

<p>a) Cash Flow Summary:</p>	<p>In Dec19, Cash decreased by -\$74.4K to a month-end balance of \$1.143 million. Year to Date FY 2020 Cash increased by +\$633.6K to a period-end balance of \$1.143 million</p>
<p>b) Balance Sheet:</p>	<p>The Balance Sheet remained healthy as of Dec19, in terms of both "liquidity" (Current Ratio of 6.3) 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.</p>

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Budget-to-Actual P&L Analysis

For the period ended December, 2019

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	160,924	148,298	12,626	8.5%	2,084,768	1,943,362	141,406	7.3%
City Funding - Prior Years	(8,775)	(8,775)	0	(0.0%)	(52,650)	(52,652)	2	(0.0%)
Retail Sales	26,146	26,141	5	0.0%	76,388	88,334	(11,946)	(13.5%)
Advertising	2,744	8,115	(5,371)	(66.2%)	33,772	45,916	(12,144)	(26.4%)
Event Revenue	-	-	-	100.0%	-	-	-	100.0%
Other Revenue	-	-	-	0.0%	-	-	-	0.0%
Total	181,039	173,778	7,261	4.2%	2,142,278	2,024,959	117,319	5.8%
Personnel Expenses								
Base Pay	45,269	46,269	(1,000)	(2.2%)	261,848	277,386	(15,538)	(5.6%)
Overtime	-	-	-	0.0%	-	-	-	0.0%
Incentive Pay	8,821	10,200	(1,379)	(13.5%)	9,268	10,200	(932)	(9.1%)
Payroll Taxes	4,565	4,427	138	3.1%	22,586	22,547	40	0.2%
Employee Benefits	7,394	7,670	(276)	(3.6%)	41,669	46,019	(4,351)	(9.5%)
Total	66,049	68,566	(2,517)	(3.7%)	335,371	356,152	(20,781)	(5.8%)
Sales & Marketing Expenses								
Cultural Tourism Fund	12,211	11,264	947	8.4%	158,525	146,603	11,922	8.1%
Visitor Development Fund	17,776	10,000	7,776	77.8%	111,087	87,000	24,087	27.7%
Online Mktg	68,420	71,832	(3,412)	(4.7%)	159,341	166,995	(7,654)	(4.6%)
Outdoor	40,000	44,000	(4,000)	(9.1%)	40,000	44,000	(4,000)	(9.1%)
Photo	29,561	46,600	(17,039)	(36.6%)	52,161	54,600	(2,439)	(4.5%)
Print	-	5,000	(5,000)	(100.0%)	8,000	15,000	(7,000)	(46.7%)
Production	3,537	16,912	(13,375)	(79.1%)	41,414	57,925	(16,511)	(28.5%)
Radio	19,004	26,591	(7,587)	(28.5%)	78,944	84,823	(5,879)	(6.9%)
Trade Shows	-	500	(500)	(100.0%)	-	1,000	(1,000)	(100.0%)
TV	17,194	25,955	(8,761)	(33.8%)	35,486	53,344	(17,858)	(33.5%)
Collateral	10,544	5,000	5,544	110.9%	73,516	30,000	43,516	145.1%
Brochure Distribution	6,624	150	6,474	4,316.2%	34,634	23,100	11,534	49.9%
Postage	1,199	2,000	(801)	(40.1%)	4,985	12,000	(7,015)	(58.5%)
Public Relations	1,413	500	913	182.7%	3,613	3,000	613	20.4%
Promotions	6,038	500	5,538	1,107.6%	29,977	33,500	(3,523)	(10.5%)
Research	4,375	5,000	(625)	(12.5%)	22,654	12,700	9,954	78.4%
Web. Dev.	11,281	6,200	5,081	82.0%	57,088	57,650	(562)	(1.0%)
Special Projects	-	-	-	0.0%	24,000	24,000	-	0.0%
Travel & Meals	2,119	2,500	(381)	(15.2%)	9,492	9,500	(8)	(0.1%)
Retail Purchasing	14,364	20,197	(5,833)	(28.9%)	58,938	66,711	(7,774)	(11.7%)
Total	265,662	300,701	(35,039)	(11.7%)	1,003,855	983,452	20,404	2.1%
Overhead Expenses								
Building Lease	4,950	5,059	(109)	(2.2%)	29,550	30,200	(650)	(2.2%)
Building Maintenance	1,009	1,000	9	0.9%	6,052	6,000	52	0.9%
Equipment Lease & Maint.	295	450	(155)	(34.5%)	1,764	2,700	(936)	(34.7%)
Professional Fees	12,905	10,450	2,455	23.5%	35,961	32,700	3,261	10.0%
Office Supplies	283	1,000	(717)	(71.7%)	9,082	6,000	3,082	51.4%
Utilities	1,845	1,042	803	77.1%	6,310	6,250	60	1.0%
Bank Fees	255	417	(162)	(38.9%)	1,918	2,500	(582)	(23.3%)
Dues & Subscriptions	1,074	2,170	(1,096)	(50.5%)	8,801	19,245	(10,444)	(54.3%)
Insurance	745	575	170	29.6%	2,734	3,450	(716)	(20.8%)
Licenses & Permits	-	183	(183)	(100.0%)	1,310	1,100	210	19.1%
Education & Training	-	100	(100)	(100.0%)	180	600	(420)	(70.0%)
Network & Telco	1,117	1,000	117	11.7%	11,395	6,000	5,395	89.9%
Non-Capital IT	753	1,000	(247)	(24.7%)	11,705	16,000	(4,295)	(26.8%)
Depreciation & Amort.	800	1,450	(650)	(44.8%)	4,800	8,700	(3,900)	(44.8%)
Interest Expense	(227)	(125)	(102)	81.6%	(1,062)	(750)	(312)	41.7%
Total	25,307	25,771	(463)	(1.8%)	132,625	140,695	(8,070)	(5.7%)
Total Expenses	357,018	395,038	(38,020)	(9.6%)	1,471,851	1,480,298	(8,447)	(0.6%)
Surplus (Deficit)	(175,979)	(221,260)	45,280	(20.5%)	670,427	544,660	125,767	23.1%
Surplus (Deficit) %	(97.2%)	(127.3%)	30.1%		31.3%	26.9%	4.4%	

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Narrative Summary of Normalized City Funding

Month	Topic	Summary
July 2019	Year over Year Fluctuation	YOY City Funding increased +\$61K (+18.9%). Current Month Lodging collections increased +\$41K (+13.0%). The remainder of the YOY increase was primarily due to increased prior periods TRT collections in July 2019 of +\$19K.
July 2019	Budget vs Actual Variance	City Funding was +\$48K (+14.4%) over budget. Current Month Lodging collections were +\$29K (+8.7%) over budget. The remainder of the favorable budget variance was caused by pruned period TRT collections in July 2019 of +\$19K.
August 2019	Year over Year Fluctuation	YOY City Funding increased +\$121K (+28.7%). Current Month Lodging collections increased +\$63K (+15.0%). The remainder of the YOY increase was primarily due to increased prior periods TRT collections in Aug 2019 of +\$59K.
August 2019	Budget vs Actual Variance	City Funding was +\$104K (+23.8%) over budget. Current Month Lodging collections were +\$46K (+10.6%) over budget. The remainder of the favorable budget variance was caused by prior period TRT collections in July 2019 of +\$58K.
September 2019	Year over Year Fluctuation	YOY City Funding decreased -\$37K (-7.9%). Current Month Lodging collections actually increased +\$20K (+4.8%). However, the overall YOY decrease in City Funding was primarily due to a YOY decrease of prior periods TRT collections in Sep 2019 of -\$56K.
September 2019	Budget vs Actual Variance	City Funding was -\$55K (-11.4%) under budget. Current Month Lodging collections were actually +\$4K (+0.8%) over budget. However, the unfavorable budget variance was caused by prior period TRT collections Sep 2018 of \$56K and only \$0.1K in Sep 2019.
October 2019	Year over Year Fluctuation	YOY City Funding increased +\$10K (+3.2%). Current Month Lodging collections actually increased +\$36K (+12.9%). However, the overall YOY decrease in City Funding was primarily due to a YOY decrease of prior periods TRT collections in Sep 2019 of -\$26K.
October 2019	Budget vs Actual Variance	City Funding was -\$2K (-0.7%) under budget. Current Month Lodging collections were actually +\$25K (+8.6%) over budget. However, the unfavorable budget variance was caused by prior period TRT collections Oct 2018 of \$27K and only \$1K in Oct 2019.
November 2019	Year over Year Fluctuation	YOY City Funding increased +\$42.8K (+19.7%). Current Month Lodging collections actually increased by +\$27.3K (+12.7%). The balance of the YOY increase in City Funding was primarily due to a YOY increase of prior periods TRT collections in Nov 2019 of +\$15.5K.
November 2019	Budget vs Actual Variance	City Funding was +\$34.2K (+13.1%) over budget. Current Month Lodging collections were +\$18.8K (+8.4%) over budget. The remainder of the favorable budget variance was caused by prior period TRT collections Nov 2019 of \$18.1K and only \$2.6K in Nov 2018.
December 2019	Year over Year Fluctuation	YOY City Funding increased +\$18.3K (+12.8%). Current Month Lodging collections actually increased by +\$21.3K (+15.2%). This was slightly offset by a YOY decrease in City Funding from prior periods TRT collections in Dec 2019 of \$3K.
December 2019	Budget vs Actual Variance	City Funding was +\$12.6K (+8.5%) over budget. Current Month Lodging collections were +\$15.8K (+10.8%) over budget. This was slightly offset by a budget shortfall in City Funding from prior periods TRT collections in Dec 2019 of -\$3.1K.

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	213,444	235,456	251,931	265,309	-	-	-	-	-	-
PLUS Receipts												
5% of Revenue	19,380	27,361	21,843	16,291	13,187	9,052	-	-	-	-	-	-
Interest Income	140	145	169	183	192	225	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Receipts	19,520	27,506	22,012	16,474	13,379	9,277	-	-	-	-	-	-
MINUS Disbursements												
Down Cycle Tourism Promotion	-	-	-	-	-	-	-	-	-	-	-	-
Bank Fees	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Disbursements	-	-	-	-	-	-	-	-	-	-	-	-
= Ending Balance	185,939	213,444	235,456	251,931	265,309	274,587	-	-	-	-	-	-

"Wind Down" Cash Reserve Fund

Beginning Balance	101,858	101,859	101,860	101,861	101,863	101,864	101,864	-	-	-	-	-
PLUS Receipts												
Interest Income	1	1	1	1	1	1	2	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Receipts	1	1	1	1	1	1	2	-	-	-	-	-
MINUS Disbursements												
Bank Fees	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Total Disbursements	-	-	-	-	-	-	-	-	-	-	-	-
= Ending Balance	101,859	101,860	101,861	101,863	101,864	101,866	-	-	-	-	-	501

Bank Account Summary

First Interstate - Operating Checking Account	98,513	264,261	609,531	791,449	849,599	765,900	-	-	-	-	-	-
First Interstate - Rainy Day Reserve MM Account	185,939	213,445	235,457	251,932	265,311	274,588	-	-	-	-	-	-
First Interstate - Wind Down Cash Reserve CD	100,500	100,500	100,500	100,500	100,500	100,500	-	-	-	-	-	-
First Interstate - Wind Down Cash Reserve MM A	1,359	1,360	1,361	1,362	1,363	1,365	-	-	-	-	-	-
Petty Cash	400	400	400	400	400	400	-	-	-	-	-	-
Total Cash	386,710	579,966	947,249	1,145,643	1,217,173	1,142,752	-	-	-	-	-	-

No assurance is provided

**Bend Cultural Tourism Fund
Financial Performance Summary**
For the period ended December, 2019

a) Revenue:	Dec19 Revenue of \$12.1K was over budget of \$11.1K by +\$1.0K (+8.5%). Year to Date FY 2020 Revenue of \$156.4K was over budget of \$145.8K by +\$10.6K (+7.3%).
b) Operating Expenses	Dec19 Operating Expenses of \$3.1K were under budget of \$3.7K by -\$0.6K (-15.7%). Year to Date FY 2020 Operating Expenses of \$15.7K were under budget of \$22.1K by -\$6.3K (-28.6%).
c) Cultural Tourism Fund Grants	For the FY 2019 Grants Cycle, \$200K were pledged in Jun19, and through Dec19 \$156.6K of the Grants were paid out, leaving a pledged but unpaid balance of \$33.4K as of Dec19. For the FY 2018 Grants Cycle, \$205K of Grants were pledged in Jun18, and through Dec19 \$198.9K of these Grants were paid out, leaving a pledged but unpaid FY 2018 grants of \$6.1K as of Dec19. In total, as of Dec19, \$39.5K in grants were pledged but unpaid from all grant cycles combined.
d) Fund Balance - After Grants	As of Dec19, Fund Balance - After Grants was \$144.7K.
e) Available Funds to Grant in FY 2020	The FY 2020 Grants Budget is \$200K and the budget is for a surplus of \$202K. So far, we appear to be tracking ahead of budget, so more chance to be better than budget than worse.

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

For the period ended December, 2019

	Current Month			Year-to-Date			
	Actual	Budget	Variance	Actual	Budget	Variance	Var. %
Revenue *							
City Funding - Current Year	12,069	11,122	947	156,358	145,752	10,605	7.3%
City Funding - Prior Years	(658)	(658)	0	(3,949)	(3,949)	0	(0.0%)
Other Revenue	800	800	-	4,800	4,800	-	0.0%
Total	12,211	11,264	947	157,209	146,603	10,606	7.2%

	Current Month			Year-to-Date			
	Actual	Budget	Variance	Actual	Budget	Variance	Var. %
Operating Expenses							
Grant Administrator: Contract & Travel	2,103	2,000	103	5,361	12,000	(6,639)	(55.3%)
Grants Management System Subscription	-	625	(625)	5,150	3,750	1,400	37.3%
Professional Fees	800	800	-	4,800	4,800	-	0.0%
Marketing & Communications	-	100	(100)	-	600	(600)	(100.0%)
Meeting Expenses & Office Supplies	-	50	(50)	-	300	(300)	(100.0%)
Travel Expenses	195	83	111	423	500	(77)	(15.4%)
Other Expenses	-	17	(17)	-	100	(100)	(100.0%)
Total	3,098	3,675	(577)	15,734	22,050	(6,316)	(28.6%)
Surplus (Deficit)	9,113	7,589	1,524	141,475	124,553	16,922	13.6%

Fund Balance - Before Grants							
				164,890	126,525	38,365	30.3%
Cultural Tourism Fund Grants							
				20,188	50,000	(29,813)	(59.6%)
Fund Balance - After Grants							
				144,703	76,525	68,177	89.1%

* 7.5% of Total Visit Bend City Funding Revenue

No assurance is provided



MARKETING UPDATES: JAN 2020

Winter Campaign Updates

- Visit Bend's winter campaign officially began on Nov. 17th and will be running through the end of this month at which point the shift will be made to a spring-focused campaign.
- While the majority of the buy is digitally-implemented, TV is still proving to drive interest in Bend and traffic to visitbend.com, with the help of new tracking tools from Comcast.
- All indicators are pointing to another successful campaign, with three months' worth of data now compiled. We're seeing visits up 9.07% YOY, uniques up 14.87% YOY, and new users up another 19.72% YOY. Combined with YOY TRT collections up 9.5% YOY (through November), this tells us that there is still an appetite for Bend and we're hitting the right people through our marketing efforts.
- Mid-campaign revisions have us entering into new space for tourism marketing, placing our ads, videos, and native pieces in front of web audiences who are net yet overrun with destination and travel marketing through the private marketplace.
- With a full marketing now in place team at Visit Bend, we're taking the time to really step it up on all fronts going into FY21. A new, freshly-built-out content database and planning platform will allow a new level of execution from concept to implementation that Visit Bend has never seen before.
- **Takeaway tip:** Visit Bend's double-down on content planning has set us up for continued SEO and marketing success. By utilizing several free and paid tools, including Pinterest Trends for Business and Google Trend to identify future opportunities; SEM Rush to research search volume and related keywords; and monitoring and listening to industry partners, we can build out a robust content calendar that gives clear direction to each member of the marketing team giving them time to effectively build out everything including blog posts, ad campaigns, social posts, and third-party implementations. Over the next several board meetings, we'll be offering these tips at a more in-depth view of how Visit Bend uses them successfully.

Website

Visit Bend's website is purring like a mature wolverine. We're happy to report that all our data points are trending in the right direction. In addition to the above numbers provided since campaign launch, outbound clicks from visitbend.com are up 11.78% YOY since 10.1. This was a metric that we've been watching carefully since launch (and last year's decrease), and we're elated to see it increasing double digits since making changes to drive more referral traffic.

- High-level website analytics (past 365 days):
 - Total visits: 1,534,209 (+15.03% YOY) // Total users: 1,081,208 (+17.37%) // Pageviews: 3,172,326 (+4.23%) // New Users: 1,068,936 (+18.75%)
 - Geo: PDX (28.53%), BND (17.83%), SEA (13.1%), SFO (8.7%) // All top metros are seeing healthy YOY growth, including over 20% YOY growth in web visitors from Portland and Seattle, and 9% growth YOY in visitors from SFO.

- SEO: Visit Bend continually tracks 90 different keywords and phrases against local SEO competition that we all rank for. Of those 90 keywords, Visit Bend is receiving over 41% of the search volume from those keywords.
 - For 45 of the 90 keywords and phrases, Visit Bend is ranking in the top 3 in results.
 - For 85 of the 90 keywords, Visit Bend is ranking in the top 10.
 - Recent SEO work has been focused on increased page speed and improved content including copy and properly-tagged images, in addition to doing a lot of cleanup of old html/css/JavaScript code and third-party tracking codes.

- Top visited pages last two months:

▪ Winter Fun	▪ Where to Stay
▪ Events	▪ 10 Things (bl)
▪ Home	▪ Food + Drink
▪ Things to Do	▪ 10 Restaurants (bl)
▪ Bend Ale Trail	▪ 5 Cocktail (bl)

Email Marketing

We recently scrubbed our email list, eliminating over 4,000 inactive subscribers.

- November Newsletter: 11,583 recipients, 19.83% open rate, 8.75% click rate
- BAT Month Newsletter: 11,533 recipients, 17.23% open rate, 8.04% click rate
- December Newsletter: 11,445 recipients, 16.72% open rate, 8.29% click rate
- Happy New Year Newsletter: 7,255 recipients (scrub), 29.28% open, 12.91% click

Social Media (Past six months)

- **Facebook:** 13.6 million impressions, 259,990 post engagements, 73,418 clicks
- **Instagram:** 2.98 million impressions, 56,718 followers, 77.5k engagements



MARKETING UPDATES – PART 2: JAN 2020

Social Media

- Visit Bend Updates
 - We've seen an overall increase in engagement on our social platforms due to a more narrowed strategic approach
 - Facebook has seen a decrease in users, but engagement is up due to the ability to adapt our content to our audience's interests
 - Pinterest has continued to be a success with capturing our audience in the planning stage by driving traffic to visitbend.com
- Trends
 - Stories
 - Video
 - User-generated content (building connections with audience)
 - Micro-influencers
 - Personalized ad experiences (delivering dynamic ads with changing formats based on who the ad is being served to)
- Helpful Tip
 - Rethink which social platforms deserve your attention based on your target audience and social trends

TripAdvisor

- Visit Bend Updates
 - Ability to provide Bend-related content on the Bend destination page, such as images, trip ideas, articles
- Trends
 - Trip ideas are seeing an increase in engagement across all social channels (example: 6 places to have a beer by the fire in Bend)
- Helpful Tip
 - Create a business profile
 - Tag Bend, Oregon in your posts for your content to appear on the Bend destination page

Google DMO Program

- Visit Bend Updates
 - 235 posts since launch

- 3.83 million views
 - #8 in list of top 10 referral traffic sources in the past year
- Trends
 - Blog articles and love lists are continuing to see the most views and engagement
- Helpful Tip
 - Claim your listing on Google!
 - Provides helpful insights, such as who's
 - Gives you the ability to upload images and manage specific content regarding your business



Public Relations Updates: January 21, 2020

Press coverage from recent months:

- In November we hosted freelancers Erick and Karyn Wofford for a five-night trip (thank you to Riverhouse and LOGE for the accommodations!) That trip has resulted in a steady stream of coverage on www.tripstodiscover.com, with more to come. A small sampling:
 - <https://www.tripstodiscover.com/best-activities-for-experiencing-bend-oregon/>
 - <https://www.tripstodiscover.com/best-breweries-in-bend-oregon/>
 - <https://www.tripstodiscover.com/hotels-near-old-mill-district-bend-or/>
- The journalists we entertained with Pronghorn back in October have produced some nice content so far. Here's one piece from *AFAR* (which has a print magazine readership of 275,000 and a digital readership 1.1mm monthly unique visitors)
 - <https://www.afar.com/magazine/bend-oregon-should-be-your-side-trip-from-portland>
- *Inhabitat* did a fantastic eco-travel guide to Bend:
 - <https://inhabitat.com/an-eco-travel-guide-to-bend-oregon/>
- The Points Guy also spotlighted Bend in a recent piece on doing a Northwest wellness road trip. We're definitely seeing a lot of focus right now on wellness and sustainability as key points of interest for travel writers:
 - <https://thepointsguy.com/guide/northeast-wellness-road-trip/>
- *Best Life* spotlighted Bend in their roundup of best West Coast road trips in America:
 - <https://bestlifeonline.com/best-west-coast-road-trips/>
- *Business Insider* rounded up the 14 most popular ski and snowboard destinations for US Travelers, and Bend made the list:
 - <https://www.businessinsider.com/most-popular-ski-destinations-for-us-travelers-this-season-2019-12>
- We're working with *Insider* travel writer Sophie-Claire Hoeller to plan a trip sometime in 2020. In the meantime, she ran a great preview piece spotlighting 10 places to visit in 2020 (which includes many of the things we pitched to her about Bend):
 - <https://www.insider.com/best-places-us-travel-where-to-go-2020>
- TravelMSN.com featured Bend in their roundup of amazing mountain towns to visit in the winter:
 - <https://www.msn.com/en-us/travel/tripideas/amazing-mountain-towns-to-visit-in-the-winter/ss-AAK4oPN>
- *The Washington Post* did an awesome piece on places to stay for active vacations. LOGE got some nice love:
 - https://www.washingtonpost.com/lifestyle/travel/play-where-you-stay-great-hotels-for-active-vacations/2019/11/27/f1428476-0bde-11ea-8397-a955cd542d00_story.html
- Outside Online spotlighted Bend and Mt. Bachelor's PrideFest in their 2020 LGBTQ+ ski guide:
 - <https://www.outsideonline.com/2404273/2020-lgbtq-queer-ski-guide>
- *Sunset* magazine included Bend and Mt. Bachelor in their piece on the Best things to do in Oregon this winter:
 - <https://www.sunset.com/travel/northwest/best-things-to-do-in-oregon-in-winter>

(over)

Upcoming coverage and recent media visits

- Next week we're hosting travel writer Tamara Gane, who writes for *The Washington Post*, *Forbes*, HuffPost Food and Drink, *Fodor's Travel*, NPR, and more. We've got a great itinerary planned for her and a lovely stay at The Riverhouse. Thank you to all partners pitching in to host her.
- In February we're hosting travel writer Amy Whitley, who is on assignment for *OutdoorsNW* magazine. She'll also be writing for her family travel site <https://pitstopsforkids.com> and freelances for a number of other publications.
- Sophie-Claire Hoeller from *Insider* is planning a trip in the coming year (tentatively aiming for April)