



VISIT  BEND

Board of Directors Meeting // November 17, 2020



- I. Approval of Minutes from Previous Board Meeting (Noelle)
 - a. September 2020 minutes
- II. Annual Financial Review (15 Minutes)
 - a. Wes Price from Price/Fronk Co. will present the FY20 annual review
- III. Financial Report (Scott 5 minutes)
 - a. FY21 YTD finances
- IV. Tourism Industry Briefing (Kevney 10 minutes)
 - a. TRT through September 2020
 - 1. Lodging type breakdown
 - b. Lodging data through October 2020
 - 1. STR
 - 2. AirDNA (data through September)
 - c. California, Oregon, Washington Travel Advisory
- V. Marketing Update & Strategy (Nate/Team 10 minutes)
 - a. Timeline
 - b. Ineffable – A Bend Photo Book
- VI. Board Questions & Comments (Noelle 10 minutes)
- VII. Community Questions & Comments (Noelle/Chat Box 10 minutes)





Annual Financial Review

Wes Price and Heather McMeekin, Price Fronk & Co.





Financial Report

Scott Greenstone, Greenstone Financial Reporting





Financial Reports - Visit Bend P+L and Financial Analysis

Visit Bend

Financial Performance Analysis

For the period ended October 31, 2020

1) Operating Analysis

a) Revenue:	Oct 2020 Revenue was over budget by +\$70.4K (+35.8%) overall. This variance consisted primarily of a City Funding - Current Year average of +\$69.6K (+47.2%), a City Funding - Prior Year average of -\$26.3K (-100%), a Retail Sales underage of -\$5.9K (-96.90%) and an Advertising overage of +\$13.6K (+395.7%). YTD FY 2021 Revenue was over budget by +\$452.4K (+52.4%) overall. This variance consisted primarily of a City Funding - Current Year overage of +\$485.2K (+59.2%), a City Funding - Prior Year overage of -\$26.3K (-100%), a Retail Sales underage of -\$20.7K (-80.6%) and an Advertising overage of +\$14.2K (+75.2%).
b) Personnel Expenses:	Oct 2020 Personnel Expenses were under budget by -\$3.2K (-5.7%). YTD FY 2021 Personnel Expenses were under budget by -\$4.6K (-2.0%).
c) Sales & Marketing Expenses:	Oct 2020 Sales & Marketing expenses were under budget by -\$40.0K (-32.2%), due to deliberate reduced spending in several categories in response to the pandemic. YTD FY 2021 Sales & Marketing expenses were under budget by -\$205.2K (-46.8%), due to deliberate reduced spending in several categories in response to the pandemic.
d) Overhead Expenses:	Oct 2020 Overhead expenses were over budget by +\$1.0K (+5.2%). YTD FY 2021 Overhead expenses were under budget by -\$5.7K (-6.7%) overall, due to various variances caused by timing differences.
e) Surplus (Deficit):	Oct 2020 Surplus of \$124.5K (46.6%) was over budgeted Surplus of \$11.9K (6.0%) by +\$112.7K (+949%)(+40.6% profitability points) due primarily to significantly over budget Revenues and significantly under budget Sales & Marketing expenses. YTD FY 2021 Surplus of \$788.8K (60.0%) was over budgeted Surplus of \$121.0K (14.0%) by +\$667.9K (+552%)(+45.9% profitability points) due primarily to significantly over budget Revenues and significantly under budget Sales & Marketing expenses.

2) Cash Flow & Balance Sheet Analysis

a) Cash Flow Summary:	In Oct 2020, Cash increased by +\$330.2K to a month-end balance of \$1.492 million. YTD FY 2021 Cash increased by +\$763K to a period-end balance of \$1.492 million.
b) Balance Sheet:	The Balance Sheet remained healthy as of October 2020, in terms of both "liquidity" (Current Ratio of 5.5) and "leverage" (Debt to Equity Ratio of 0.3). Visit Bend has excellent financial systems and discipline, so GFR fully expects Visit Bend to remain a financially stable organization in FY 2021 and beyond, since it will operate the organization well within its financial means and will be proactive in making necessary course corrections on discretionary spending in response to fluctuations in its revenue, in relation to Budget.

Visit Bend

Budget-to-Actual P&L Analysis

For the period ended October 31, 2020

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	276,377	187,736	88,641	47.2%	1,304,181	819,015	485,166	59.2%
City Funding - Prior Years	(26,326)	-	(26,326)	0.0%	(26,326)	-	(26,326)	0.0%
Retail Sales	60	5,666	(5,506)	(96.9%)	4,974	25,832	(20,858)	(80.6%)
Advertising	16,983	3,426	13,557	395.7%	33,092	18,889	14,203	75.2%
Event Revenue	-	-	-	100.0%	-	-	-	100.0%
Other Revenue	-	-	-	0.0%	-	-	-	0.0%
Total	267,094	196,729	70,365	35.8%	1,315,921	863,537	452,384	52.4%
Personnel Expenses								
Base Pay	42,996	45,233	(2,236)	(4.9%)	177,281	180,930	(3,649)	(2.0%)
Overtime	-	-	-	0.0%	-	-	-	0.0%
Incentive Pay	-	-	-	0.0%	-	-	-	0.0%
Payroll Taxes	3,242	3,546	(304)	(8.6%)	15,309	15,584	(275)	(1.8%)
Employee Benefits	7,373	8,065	(692)	(8.6%)	33,600	34,259	(658)	(1.9%)
Total	53,611	56,843	(3,232)	(5.7%)	226,190	230,773	(4,583)	(2.0%)
Sales & Marketing Expenses								
Cultural Tourism Fund	21,528	14,880	6,648	44.7%	101,014	64,626	36,387	56.3%
Visitor Development Fund	10,000	-	10,000	0.0%	10,000	20,000	(10,000)	(50.0%)
Online Mktg	2,349	33,541	(31,192)	(93.0%)	7,798	133,496	(125,698)	(94.2%)
Outdoor	-	-	-	0.0%	-	-	-	0.0%
Photo	12,100	12,350	(250)	(2.0%)	13,900	16,400	(2,500)	(15.2%)
Print	-	-	-	0.0%	-	-	-	0.0%
Production	1,600	23,500	(21,900)	(93.2%)	32,560	53,118	(20,558)	(38.7%)
Radio	-	5,000	(5,000)	(100.0%)	-	15,000	(15,000)	(100.0%)
Trade Shows	-	-	-	0.0%	-	-	-	0.0%
TV	-	-	-	0.0%	-	-	-	0.0%
Collateral	8,163	3,000	5,163	172.1%	10,177	12,000	(1,823)	(15.2%)
Brochure Distribution	-	50	(50)	(100.0%)	-	4,800	(4,800)	(100.0%)
Postage	815	1,750	(935)	(53.4%)	2,428	7,000	(4,572)	(65.3%)
Public Relations	-	500	(500)	(100.0%)	152	2,000	(1,848)	(92.4%)
Promotions	8,000	1,500	6,500	433.3%	9,170	42,500	(33,330)	(78.4%)
Research	-	-	-	0.0%	10,895	7,700	3,195	41.5%
Web. Dev.	-	5,875	(5,875)	(100.0%)	17,065	23,950	(6,885)	(28.7%)
Special Projects	-	-	-	0.0%	-	-	-	0.0%
Tavel & Meals	216	2,000	(1,784)	(89.2%)	1,245	5,000	(3,755)	(75.1%)
Retail Purchasing	4,073	5,000	(927)	(18.5%)	5,762	20,000	(14,238)	(71.2%)
Total	68,844	108,946	(40,102)	(36.8%)	222,165	427,390	(205,225)	(48.0%)
Overhead Expenses								
Building Lease	5,250	5,212	38	0.7%	20,733	20,996	(263)	(1.2%)
Building Maintenance	1,052	1,250	(198)	(15.8%)	3,939	5,000	(1,061)	(21.2%)
Equipment Lease & Maint.	236	450	(214)	(47.6%)	1,098	1,800	(702)	(39.0%)
Professional Fees	6,336	4,450	1,886	42.4%	21,105	17,800	3,305	18.6%
Office Supplies	691	1,000	(309)	(30.9%)	3,345	4,000	(655)	(16.4%)
Utilities	936	1,042	(105)	(10.1%)	3,068	4,167	(1,099)	(26.4%)
Bank Fees	240	417	(177)	(42.4%)	595	1,667	(1,072)	(64.3%)
Dues & Subscriptions	2,586	1,242	1,344	108.1%	11,922	13,194	(1,272)	(9.6%)
Insurance	420	575	(155)	(27.0%)	1,834	2,300	(466)	(20.3%)
Licenses & Permits	250	183	67	36.4%	1,103	733	370	50.5%
Education & Training	-	-	-	0.0%	1,500	1,500	0.0%	0.0%
Network & Telco	895	1,100	(205)	(18.7%)	5,082	4,400	682	15.7%
Non-Capital IT	726	1,026	(300)	(29.2%)	1,544	4,104	(2,560)	(62.4%)
Depreciation & Amort.	800	1,450	(650)	(44.8%)	3,200	5,800	(2,600)	(44.8%)
Interest Expense	(349)	(330)	(19)	5.8%	(1,414)	(1,320)	(94)	7.1%
Total	20,068	19,067	1,001	5.3%	79,685	84,341	(4,656)	(6.7%)
Total Expenses	142,524	184,857	(42,333)	(22.9%)	527,021	742,504	(215,483)	(29.0%)
Surplus (Deficit)	124,570	11,872	112,698	949.3%	788,900	121,033	667,867	551.8%
Surplus (Deficit) %	46.6%	6.0%	40.6%		60.0%	14.0%	45.9%	

No assurance is provided



Financial Reports - Cash Reserves Summary

Visit Bend

Summary of Cash Reserve Funds and Bank Accounts

	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20
"Rainy Day" Cash Reserve Fund																
Beginning Balance	166,418	185,939	213,444	235,456	251,931	265,309	274,587	284,028	294,267	304,995	310,281	312,716	317,563	317,831	318,101	318,363
PLUS Receipts																
5% of Revenue (For FY 2020, not FY 2021)	19,380	27,361	21,843	16,291	13,187	9,052	9,211	10,028	10,477	5,041	2,190	4,575	-	-	-	-
Interest Income	140	145	169	183	192	225	230	211	251	245	245	272	269	270	261	262
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Receipts	19,520	27,506	22,012	16,474	13,379	9,277	9,441	10,239	10,728	5,286	2,435	4,847	269	270	261	262
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	284,028	294,267	304,995	310,281	312,716	317,563	317,831	318,101	318,363	318,624
"Wind Down" Cash Reserve Fund																
Beginning Balance	101,858	101,859	101,860	101,861	101,863	101,864	101,866	103,477	103,556	103,647	103,732	103,815	103,906	103,994	104,082	104,168
PLUS Receipts																
Interest Income	-	1	1	1	1	2	1,611	79	91	85	82	91	88	88	86	87
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Receipts	1	1	1	1	1	2	1,611	79	91	85	82	91	88	88	86	87
MINUS Disbursements																
Bank Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Disbursements	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
= Ending Balance	101,859	101,860	101,861	101,863	101,864	101,866	103,477	103,556	103,647	103,732	103,815	103,906	103,994	104,082	104,168	104,255
Bend Cultural Tourism Bank Account																
Beginning Balance	-	-	-	-	-	-	-	-	-	-	-	-	-	180,179	207,046	238,817
PLUS Receipts																
7.5% of City Funding Revenue	-	-	-	-	-	-	-	-	-	-	-	-	18,450	26,865	31,770	18,754
Other Revenue	-	-	-	-	-	-	-	-	-	-	-	-	800	800	800	800
Interest Income	-	-	-	-	-	-	-	-	-	-	-	-	1	1	2	2
Initial Funding of BCTF Bank Account with Fund Balance	-	-	-	-	-	-	-	-	-	-	-	-	161,728	-	-	-
Total Receipts	-	-	-	-	-	-	-	-	-	-	-	-	180,979	27,667	32,571	19,556
MINUS Disbursements																
Expenses	-	-	-	-	-	-	-	-	-	-	-	-	800	800	800	3,300
Grants Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Disbursements	-	-	-	-	-	-	-	-	-	-	-	-	800	800	800	3,300
= Ending Balance	-	-	-	-	-	-	-	-	-	-	-	-	180,179	207,046	238,817	255,072
Bank Account Summary																
First Interstate - Operating Checking Account	98,513	264,261	609,531	791,449	849,599	765,900	522,383	409,841	200,159	242,307	243,449	309,408	189,557	291,309	531,947	830,008
First Interstate - Rainy Day Reserve MM Account	185,939	213,445	235,457	251,932	265,311	274,588	284,029	294,268	304,996	310,282	312,717	315,374	317,832	318,102	318,363	318,625
First Interstate - Bend Cultural Tourism Fund	-	-	-	-	-	-	-	-	-	-	-	-	161,729	180,180	207,047	238,819
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 Account	1,359	1,360	1,361	1,362	1,363	1,365	103,477	103,556	103,647	103,732	103,815	103,906	103,994	104,082	104,168	104,254
Petty Cash	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400	400
Total Cash	386,710	579,966	947,249	1,145,643	1,217,173	1,142,752	910,288	808,065	609,202	656,721	660,381	729,087	773,511	894,072	1,161,924	1,492,105

No assurance is provided



Financial Reports - BCTF P+L and Financial Analysis

Bend Cultural Tourism Fund Financial Performance Summary

For the period ended October 31, 2020

a) Revenue:	Oct 2020 Revenue of \$193.6K was over budget of \$17.9K by +\$4.7K (+31.4%). YTD FY 2021 Revenue of \$99.0K was over budget of \$64.6K by +\$34.4K (+53.3%).
b) Operating Expenses	Oct 2020 Operating Expenses of \$3.3K were under budget of \$3.7K by -\$0.49K (-10.2%). YTD FY 2021 Operating Expenses of \$5.7K were under budget of \$14.7K by -\$9.0K (-61.2%).
c) Cultural Tourism Fund Grants	For the FY 2020 Grants Cycle, there has been no activity. For the FY 2019 Grants Cycle, \$200K was pledged in Jun 2019, and through Oct 2020 \$197.0K of the Grants were paid out, leaving a pledged but unpaid balance of \$3.0K as of Oct 2020. For the FY 2018 Grants Cycle, \$205K of Grants were pledged in Jun 2018, and through Oct 2020 \$201.3K of these Grants were paid out and \$3.7K were forfeited by the grantee, leaving a pledged but unpaid balance of \$0 as of Oct 2020. In total, as of Sep 2020, \$3.0K in grants were pledged but unpaid from all grant cycles combined.
d) Fund Balance - After Grants	As of Oct 2020, Fund Balance - After Grants was \$255.1K.
e) Available Funds to Grant in FY 2020	The FY 2021 Grants Budget is \$116K. Based upon Q1 FY 2021, there will likely be significantly more available to grant, unless the trend reverses. The FY 2020 Grants Budget is \$160K, based upon FY 2020 actual results, and has not been awarded yet.

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

For the period ended October 31, 2020

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue *								
City Funding - Current Year	20,728	14,080	6,648	47.2%	97,814	61,426	36,387	59.2%
City Funding - Prior Years	(1,974)	-	(1,974)	0.0%	(1,974)	-	(1,974)	0.0%
Other Revenue	800	800	-	0.0%	3,200	3,200	-	0.0%
Interest Income	2	-	2	0.0%	5	-	5	0.0%
Total	19,556	14,880	4,675	31.4%	99,044	64,626	34,418	53.3%
Operating Expenses								
Grant Administrator: Contract & Travel	-	2,000	(2,000)	(100.0%)	-	8,000	(8,000)	(100.0%)
Grants Management System Subscription	2,500	625	1,875	300.0%	2,500	2,500	-	0.0%
Professional Fees	800	800	-	0.0%	3,200	3,200	-	0.0%
Marketing & Communications	-	100	(100)	(100.0%)	-	400	(400)	(100.0%)
Meeting Expenses & Office Supplies	-	50	(50)	(100.0%)	-	200	(200)	(100.0%)
Travel Expenses	-	83	(83)	(100.0%)	-	333	(333)	(100.0%)
Other Expenses	-	17	(17)	(100.0%)	-	67	(67)	(100.0%)
Total	3,300	3,675	(375)	(10.2%)	5,700	14,700	(9,000)	(61.2%)
Surplus (Deficit)	16,256	11,205	5,050	45.1%	93,344	49,926	43,418	87.0%
Fund Balance - Before Grants					255,072	64,795	190,277	293.7%
Cultural Tourism Fund Grants					-	-	-	0.0%
Fund Balance - After Grants					255,072	64,795	190,277	293.7%

* 7.5% of Total Visit Bend City Funding Revenue

No assurance is provided



Tourism Industry Briefing

Kevney Dugan, Visit Bend





Tourism Industry Briefing - TRT Through 09/2020

DESCHUTES COUNTY - TRT COLLECTION

	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE	FY17/18	CHANGE	FY 18/19	CHANGE	FY19/20	CHANGE	FY2021	CHANGE
JUL	\$ 818,812	7.4%	\$ 915,363	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%	\$ 1,748,181	4.8%	\$ 1,690,203	-3.3%
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%	\$ 1,555,799	10.1%	\$ 1,719,672	10.5%
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%	\$ 793,230	29.8%	\$ 843,768	6.4%
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%	\$ 354,406	-2.8%		-100.0%
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%	\$ 297,571	4.0%		-100.0%
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%	\$ 554,419	17.3%		-100.0%
JAN	\$ 180,588	43.8%	\$ 180,362	-0.1%	\$ 230,003	27.5%	\$ 278,939	21.3%	\$ 272,394	-2.3%	\$ 315,236	15.7%	\$ 414,665	31.5%	\$ 471,140	13.6%		-100.0%
FEB	\$ 154,062	7.7%	\$ 155,023	0.6%	\$ 189,704	22.4%	\$ 255,899	34.9%	\$ 259,411	1.4%	\$ 277,310	6.9%	\$ 351,432	26.7%	\$ 362,855	3.3%		-100.0%
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%	\$ 343,289	-15.7%	\$ 169,828	-53.4%		-100.0%
APR	\$ 130,428	7.8%	\$ 181,695	39.3%	\$ 189,582	4.3%	\$ 216,213	14.0%	\$ 238,091	9.2%	\$ 272,934	14.6%	\$ 406,383	48.9%	\$ 33,028	-91.9%		-100.0%
MAY	\$ 219,264	8.2%	\$ 256,725	16.8%	\$ 292,303	13.9%	\$ 354,123	21.1%	\$ 390,661	10.3%	\$ 406,280	4.0%	\$ 524,883	29.2%	\$ 224,100	-57.3%		-100.0%
JUN	\$ 449,607	1.0%	\$ 462,519	2.9%	\$ 625,431	35.2%	\$ 755,305	20.8%	\$ 683,013	-9.6%	\$ 761,871	11.5%	\$ 973,143	27.7%	\$ 1,006,259	3.4%		-100.0%
FYTD	\$ 1,882,222	9.6%	\$ 2,225,749	18.3%	\$ 2,734,361	22.9%	\$ 3,055,319	11.7%	\$ 3,222,359	5.5%	\$ 3,512,426	9.0%	\$ 3,692,486	5.1%	\$ 4,097,210	11.0%	\$ 4,253,643	3.8%
FY END	\$ 3,695,963	10.1%	\$ 4,278,774	16.8%	\$ 5,269,481	23.2%	\$ 6,068,098	15.2%	\$ 6,353,950	5.2%	\$ 7,035,998	10.2%	\$ 7,829,451	11.3%	\$ 7,560,817	-3.4%	\$ 4,253,643	-43.7%

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	FY19/20	CHANGE	FY2021	CHANGE
JUL	\$ 543,438	-0.2%	\$ 586,376	7.9%	\$ 891,867	50.4%	\$ 1,167,521	32.4%	\$ 1,253,078	7.3%	\$ 1,415,547	13.0%	\$ 1,392,621	-1.6%	\$ 1,577,435	13.3%	\$ 1,236,019	-21.6%
AUG	\$ 534,186	11.2%	\$ 610,702	14.3%	\$ 870,733	42.8%	\$ 1,021,591	17.3%	\$ 1,109,525	8.6%	\$ 1,347,492	21.4%	\$ 1,343,926	-0.3%	\$ 1,458,091	8.5%	\$ 1,324,736	-9.1%
SEP	\$ 395,722	4.8%	\$ 462,999	16.8%	\$ 565,927	22.4%	\$ 739,451	30.7%	\$ 839,649	13.6%	\$ 820,801	-2.2%	\$ 945,580	15.2%	\$ 1,021,681	8.0%	\$ 862,601	-15.6%
OCT	\$ 280,250	21.9%	\$ 345,402	23.2%	\$ 440,768	27.8%	\$ 530,277	20.3%	\$ 664,833	25.4%	\$ 650,738	-2.1%	\$ 734,036	12.8%	\$ 795,824	8.4%		-100.0%
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%	\$ 495,457	16.2%	\$ 539,082	8.8%		-100.0%
DEC	\$ 228,195	11.0%	\$ 288,908	26.6%	\$ 380,893	31.8%	\$ 434,108	14.0%	\$ 541,672	24.8%	\$ 506,919	-6.4%	\$ 567,940	12.0%	\$ 592,581	4.3%		-100.0%
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%	\$ 554,007	16.4%	\$ 595,797	7.5%		-100.0%
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%	\$ 533,904	6.8%	\$ 656,403	22.9%		-100.0%
MAR	\$ 260,039	15.5%	\$ 356,557	37.1%	\$ 492,377	38.1%	\$ 542,242	10.1%	\$ 686,890	26.6%	\$ 673,381	-1.9%	\$ 741,513	10.1%	\$ 335,846	-54.7%		-100.0%
APR	\$ 273,645	17.0%	\$ 329,826	20.5%	\$ 474,418	43.8%	\$ 571,271	20.4%	\$ 635,713	11.3%	\$ 690,587	8.0%	\$ 737,773	6.8%	\$ 120,155	-83.7%		-100.0%
MAY	\$ 358,299	17.7%	\$ 431,931	20.6%	\$ 587,528	36.8%	\$ 614,788	4.6%	\$ 766,845	24.7%	\$ 803,357	4.6%	\$ 915,959	14.0%	\$ 311,063	-66.0%		-100.0%
JUN	\$ 446,842	10.1%	\$ 601,113	34.5%	\$ 794,255	32.1%	\$ 887,415	11.7%	\$ 1,021,403	15.1%	\$ 1,081,683	5.9%	\$ 1,210,933	11.9%	\$ 770,499	-36.4%		-100.0%
FYTD	\$ 1,473,346	5.0%	\$ 1,659,477	12.6%	\$ 2,318,528	39.7%	\$ 2,928,564	26.3%	\$ 3,202,251	9.3%	\$ 3,583,840	11.9%	\$ 3,682,127	2.7%	\$ 4,057,207	10.2%	\$ 3,423,356	-15.6%
FY End	\$ 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%	\$ 9,392,551	5.3%	\$ 10,173,649	8.3%	\$ 8,774,457	-13.8%	\$ 3,423,356	-61.0%

Indicates Historical High For That Specific Month
Months Affected by COVID-19 Pandemic



Tourism Industry Briefing - TRT (by type) Through 09/2020

Hotel, Motel, Resort, OTA														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2018	2017/18	\$1,141,693	\$1,086,135	\$659,175	\$531,967	\$330,526	\$379,113	\$323,792	\$355,163	\$507,184	\$538,880	\$630,252	\$816,414	\$7,300,294
2019	2018/19	\$1,128,099	\$1,102,577	\$785,476	\$614,296	\$404,335	\$427,165	\$376,484	\$369,784	\$531,575	\$549,580	\$700,162	\$993,238	\$7,982,771
2020	2019/20	\$1,452,618	\$1,122,377	\$788,167	\$667,801	\$386,579	\$421,362	\$395,638	\$440,901	\$269,062	\$127,716	\$206,788	\$522,818	\$6,801,827
2021	2020/21	\$832,809	\$959,206	\$667,610										\$2,459,625
	% Change	-43%	-15%	-15%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	
Vacation Rental														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2018	2017/18	\$165,402	\$155,212	\$86,523	\$47,787	\$34,853	\$71,772	\$47,425	\$47,976	\$53,971	\$40,435	\$56,558	\$95,865	\$903,779
2019	2018/19	\$137,911	\$115,559	\$59,286	\$30,647	\$22,985	\$59,555	\$43,074	\$45,095	\$55,037	\$48,907	\$62,202	\$100,360	\$780,618
2020	2019/20	\$155,736	\$126,309	\$84,030	\$60,984	\$41,748	\$65,923	\$53,187	\$50,369	\$31,449	\$13,731	\$24,011	\$56,758	\$764,235
2021	2020/21	\$127,323	\$124,998	\$83,149										\$335,470
	% Change	-18%	-1%	-1%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	
B&B, Boarding House														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2018	2017/18	\$10,870	\$10,686	\$6,730	\$4,719	\$1,871	\$2,692	\$1,869	\$2,303	\$3,526	\$3,648	\$5,959	\$8,167	\$63,040
2019	2018/19	\$10,554	\$10,169	\$8,058	\$4,619	\$2,147	\$2,403	\$2,250	\$1,951	\$2,437	\$3,331	\$4,452	\$6,868	\$59,239
2020	2019/20	\$9,665	\$9,408	\$8,050	\$4,791	\$2,183	\$2,073	\$921	\$1,803	\$1,888	\$519	\$1,915	\$1,608	\$44,824
2021	2020/21	\$5,519	\$5,041	\$3,592										\$14,152
	% Change	-43%	-46%	-55%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	
RV Park														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2018	2017/18	\$22,678	\$22,198	\$14,111	\$7,255	\$1,677	\$990	\$1,098	\$1,148	\$2,580	\$4,708	\$11,636	\$21,318	\$111,397
2019	2018/19	\$25,182	\$26,687	\$17,337	\$8,608	\$2,284	\$1,283	\$1,448	\$1,159	\$2,780	\$5,930	\$14,044	\$22,490	\$129,232
2020	2019/20	\$30,694	\$27,552	\$36,946	\$12,669	\$3,223	\$1,461	\$1,975	\$1,456	\$2,879	\$1,285	\$8,059	\$5,388	\$133,587
2021	2020/21	\$15,921	\$81,046	\$23,337										\$120,304
	% Change	-48%	194%	-37%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	
Airbnb														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2018	2017/18	\$74,905	\$73,261	\$54,262	\$59,010	\$57,376	\$52,352	\$101,775	\$93,194	\$106,150	\$102,916	\$89,195	\$99,977	\$964,373
2019	2018/19	\$90,876	\$88,934	\$75,423	\$75,867	\$63,706	\$77,534	\$130,751	\$115,915	\$149,684	\$130,025	\$135,098	\$122,689	\$1,256,502
2020	2019/20	\$120,607	\$116,171	\$106,547	\$105,213	\$92,575	\$89,697	\$168,488	\$155,660	\$0	\$0	\$56,338	\$218,003	\$1,229,299
2021	2020/21	\$189,946	\$215,089	\$126,213										\$531,248
	% Change	57%	85%	18%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	

Months Affected by COVID-19 Pandemic

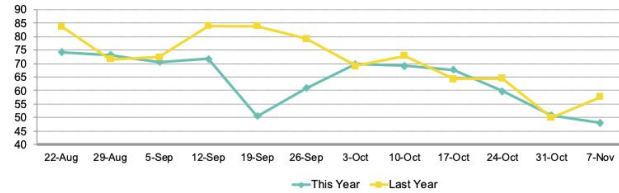




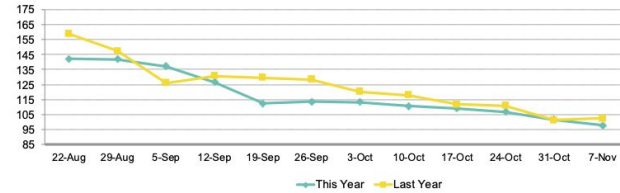
Tourism Industry Briefing - STR Weekly Data for w/o 11.20

For the Week of November 01, 2020 to November 07, 2020

Weekly Occ (%) - Aug 22, 2020 to Nov 07, 2020



Weekly ADR - Aug 22, 2020 to Nov 07, 2020



		Current Week														Current Week							Current Week									
		Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	1	2	3	4	5	6	7	Current Week	Run	Run
		11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	Week	28	MTD
Occupancy (%)	This Year	55.6	58.1	57.6	61.1	68.5	85.7	87.6	51.5	54.6	55.9	57.3	60.7	65.6	72.1	44.5	49.9	52.1	53.3	47.9	52.8	55.1	40.4	42.7	44.9	46.3	46.3	56.1	59.2	48.0	59.6	48.0
	Last Year	48.0	60.1	65.2	71.9	71.0	68.1	65.6	44.7	63.3	68.0	72.1	69.7	66.6	66.9	39.7	52.5	53.8	46.7	43.0	54.6	59.2	34.8	53.3	57.7	57.7	58.7	70.2	70.6	57.6	59.1	53.7
	Percent Change	15.7	-3.3	-11.7	-15.0	-3.5	25.9	33.6	15.4	-13.8	-17.8	-20.5	-12.9	-1.5	7.7	11.9	-4.8	-2.8	14.0	11.4	-3.4	-6.9	16.2	-19.8	-22.2	-19.7	-21.1	-20.0	-16.1	-18.6	-4.2	-10.6
ADR	This Year	103.20	101.54	105.51	103.51	115.64	120.86	103.90	101.69	103.62	105.43	102.73	113.45	113.87	101.13	100.83	101.08	99.62	101.89	103.19	103.47	94.50	97.53	93.89	94.76	97.15	100.75	103.41	97.82	104.46	97.82	
	Last Year	107.42	111.20	115.12	115.85	110.01	109.88	101.22	109.16	115.78	117.73	113.35	108.80	106.88	103.69	105.30	106.85	99.91	95.52	97.06	100.70	96.23	102.72	103.21	104.65	99.08	105.53	102.32	102.40	107.09	100.78	
	Percent Change	-3.9	-9.7	-8.3	-10.7	-5.2	5.1	9.9	2.6	-6.6	-10.5	-10.4	-9.4	4.3	6.8	-2.5	-4.3	-5.2	-0.3	6.5	6.3	2.8	-1.8	-5.1	-9.0	-9.5	-2.0	-4.5	-1.1	-4.5	-2.5	-5.9
RevPAR	This Year	57.35	59.04	60.73	63.25	72.71	99.14	105.71	53.54	55.51	57.94	60.42	62.36	74.41	82.10	44.96	50.34	52.68	53.06	48.69	54.45	57.02	38.22	41.67	42.12	43.91	44.99	58.56	61.24	46.96	59.07	45.96
	Last Year	51.61	66.83	75.04	83.33	79.51	74.91	72.07	45.21	69.13	78.73	84.87	79.03	72.42	71.53	41.21	55.24	57.18	46.67	41.07	53.03	59.62	33.50	54.74	59.52	60.39	58.19	74.05	72.23	58.95	63.25	54.14
	Percent Change	11.1	-11.7	-11.9	-24.1	-8.6	32.3	46.7	18.4	-19.7	-26.4	-28.8	-21.1	2.8	14.8	9.1	-8.9	-7.9	13.7	18.6	2.7	-4.4	14.1	-23.9	-29.2	-27.3	-22.7	-23.6	-15.2	-20.3	-6.6	-13.3
Supply	This Year	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	3,237	22,659	90,636	22,659	
	Last Year	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	3,128	21,896	87,584	21,896	
	Percent Change	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	
Demand	This Year	1,799	1,882	1,863	1,978	2,218	2,775	2,836	1,668	1,767	1,810	1,855	1,965	2,123	2,334	1,439	1,616	1,687	1,724	1,550	1,708	1,784	1,309	1,383	1,452	1,500	1,499	1,817	1,917	10,877	51,258	10,877
	Last Year	1,503	1,880	2,039	2,250	2,221	2,130	2,052	1,397	1,981	1,127	2,255	2,181	2,082	2,094	1,243	1,641	1,677	1,461	1,345	1,709	1,852	1,089	1,667	1,804	1,805	1,837	2,195	2,208	12,605	51,725	11,763
	Percent Change	19.7	0.1	-8.6	-12.1	-0.1	30.3	38.2	19.4	-10.8	-14.9	-17.7	-9.9	2.0	11.5	15.8	-1.5	0.6	16.0	19.2	-0.1	-3.7	20.2	-17.0	-19.5	-16.9	-18.4	-17.2	-13.2	-13.7	-0.9	-7.5
Revenue	This Year	185,651	191,104	196,571	204,734	235,352	320,912	342,179	173,308	179,681	187,545	195,591	201,874	240,860	265,772	145,525	162,939	170,518	171,743	157,620	176,242	184,588	123,702	134,878	136,329	142,135	145,625	183,069	198,230	1,063,969	5,354,267	1,063,969
	Last Year	161,445	209,054	234,740	260,688	246,695	234,313	225,424	141,409	216,252	246,270	265,474	247,207	226,515	223,759	128,893	172,805	176,852	145,970	128,471	165,884	186,488	104,795	171,240	186,167	188,892	182,015	231,842	225,924	5,290,696	5,539,289	1,185,502
	Percent Change	15.0	-8.6	-16.3	-21.5	-5.4	37.0	51.8	22.6	-16.9	-23.6	-26.3	-18.3	6.3	18.8	12.9	-5.7	-4.7	17.7	22.7	6.2	-1.0	18.0	-21.2	-26.8	-24.8	-20.0	-21.0	-12.3	-17.6	-3.3	-10.3
Census %	This Year	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	
	Last Year	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43	43
	Percent Change	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0



Tourism Industry Briefing - New COVID-19 Restrictions

	Oregon	Washington	California
Travel:	14 Day Quarantine for anyone entering Oregon from out of State	14 Day Quarantine for anyone entering Washington from out of State	14 Day Quarantine for anyone entering California from out of State
Dining:	All restaurants and bars move to takeout + delivery only beginning 11/18- 12/2. Some counties frozen 4-weeks.	All restaurants and bars moved to outdoor and to-go service only, effective 11/18 - 12/14	Varies by county. Likely new statewide restrictions coming soon.
Gatherings:	Limited to no more than six people, only one other household.	Limited to five other people from outside of your household, outside only.	No more than three households. Other restrictions vary by county.
Other:	Indoor + outdoor entertainment, gym, rec venues closed. Shopping limited to 75% capacity. Businesses + employees WFH.	Indoor + outdoor entertainment and rec venues closed. Shopping limited to 25% capacity. Businesses mandate employees WFH.	Varies by county, new restrictions likely soon.





Marketing Updates

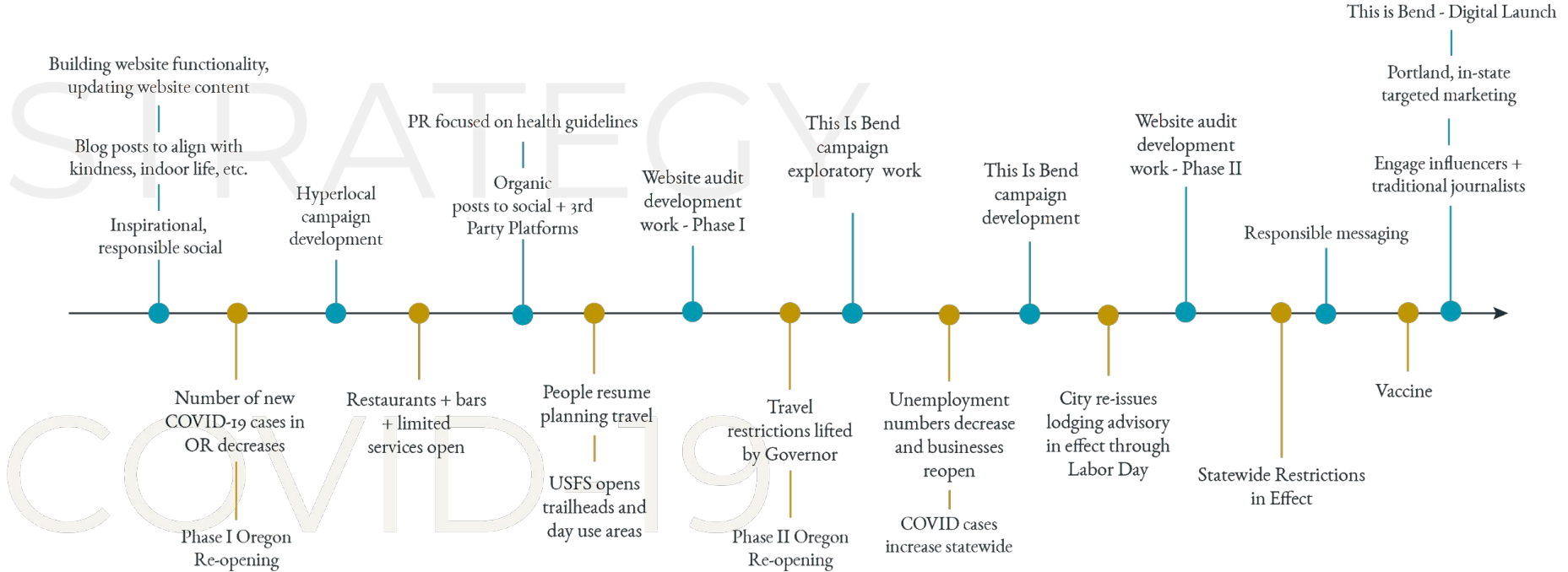
Nate Wyeth, Visit Bend





Marketing Update - 2020/21 Marketing Timeline

Continue focus on responsible messaging in line with current health guidelines to support efforts to contain the spread.
When timing is appropriate, advertising will be phased in to support industry stakeholders.





Ineffable Preview

Nate Wyeth, Visit Bend





INEFFABLE - A Bend Photo Book - VOL. II Preview





Board Roundtable

Noelle Fredland, Visit Bend Board Chair





Community + Public Comment

Public board meeting attendees



VISIT  BEND

Thank You!