

AGENDA

Board of Directors Meeting

January 16, 2018 – 8:00 a.m. at the Bend Visitor Center - 750 NW Lava Road, Bend, OR, 97703

- I. Approval of Minutes from Previous Board Meeting
 - a. November minutes
- II. Financial Report (5 minutes)
 - a. Scott Greenstone will brief the board on FY18 YTD finances.
- III. Tourism Industry Briefing (10 minutes)
 - a. Kevney will brief the board on tourism industry news.
 - i. TRT through November 2017
 - ii. Occupancy data through November 2017
 - 1. STR & AirDNA
- IV. Reserve Fund (5 minutes)
 - a. Kevney will brief the board on update
- V. Operation of Board Meetings (5 minutes)
- VI. Call for Visit Bend Board Members (5 minutes)
 - a. 2 open slots as of March 1, 2018
 - b. Timeline with Visit Bend exec team
- VII. Public Relations and Social Media Update (5 minutes)
 - a. Tawna will update the board on PR and social media activity.
- VIII. Marketing Update (10 Minutes)
 - a. Nate will brief the board on current marketing efforts, website updates, and other marketing related projects.
- IX. Group Sales Updates (5 minutes)
 - a. Hank will brief the board on group sales activity.
- X. Board Roundtable (10 minutes)
- XI. Public Comment (10 minutes)



Visit Bend Board of Directors Meeting Minutes November 14, 2017

Location: Bend Visitor Center

Present: Kevney Dugan, Valerie Warren, Nate Wyeth, Hank Therien, Tawna Fenske, Lisa Sidor, Dave Nissen, Jodie Barram, Matt Williams, Alan Dietrich, Michelle Mercer, Erick Trachsel

Absent: Ben Perle, Brent McLean, John McLeod, Scott Greenstone

Guests: Wes Price, Heather, McKeekin, Ashley Mitchell, Carolyn Eagan, Joe Ditzler, Eric Rock

Call to Order

Kevney Dugan called the meeting to order at 8:04 a.m. Introduction of guests followed.

Meeting Minutes Approval

Jodie Barram moved to approve the minutes from the September Board Meeting. Alan Dietrich seconded. The minutes were approved unanimously.

Annual Financial Review

Wes Price and Heather McKeekin of Price, Fronk & Co. attended the meeting. Wes Price presented the results of the annual review. He stated that a review is different from an audit and that they are looking for material accuracy when conducting a review. It is common practice among trade organizations such as Visit Bend to seek a review rather than a full audit. Wes stated that Price, Fronk & Co. is issuing a clean report. The statements of financial position showed minor improvements as did the statements of activities and statements of cash flow - which is the intention, as Visit Bend operates as a non-profit organization with the target of ending each fiscal year with a break-even budget.

Dave Nissen moved to approve the results of the annual financial review. Matt Williams seconded. The review was approved unanimously.

Reserve Fund

Kevney discussed the creation of a reserve fund, in addition to the current \$65,000 held in a separate account as wind-down funds. The topic of a reserve fund has been in discussion at recent BEDAB meetings, and notes are included in the Board Packet. There are questions around how much additional funding is appropriate/necessary, where the funds should be housed, and what would be the criteria for using the funds.

Wes Price added that he believes it is good that BEDAB is discussing the reserve fund as there can be open conversation around potential solutions. He stated that it is responsible to have a

rainy day fund that is not a shutdown fund. He thinks the fund should be housed at Visit Bend so that it can be deployed quickly and effectively when needed.

Further discussion on the reserve fund will take place and the intention is to include it as part of the Fiscal Year 2019 Business Plan.

Financial Report

As Scott Greenstone was absent, Kevney pointed out some highlights from the financial information included in the Board Packet.

Revenue is currently over budget by 5% for the current month and by 12% year-to-date.

Personnel and overhead expenses are on budget.

Marketing expenses are under budget due to timing variances.

The current cash position is high but will decrease as the winter marketing campaigns launch.

Matt Williams moved to approve the financial report. Michelle Mercer seconded. The financial report was approved unanimously.

Tourism Industry Briefing

Kevney stated that as of October, the run of historic growth in TRT has ended. Fires seemed to affect the September numbers and the market may also be softening a bit.

Kevney discussed some preliminary results of the Summer 2017 RRC Associates Visitor Intercept Survey.

- Average age is up
- There is an increase in affluence
- There is growth in the number of repeat visitors
- Word of mouth continues to be important
- The average length of stay is up slightly

Visit Bend also continues to receive and analyze data from AirDNA. Currently only Airbnb is covered in this data, but HomeAway is expected to be added in the near future.

Marketing Update

Nate Wyeth stated that, when September occupancy numbers started to dip, he was able to use a small amount of extra funds to implement additional marketing. This is an example of when funds from a reserve fund might be used.

The winter campaign is underway. Approximately \$900,000 will be spent this year, which is slightly less than last year. More focus will be placed on online/digital media to follow consumer trends.

The Bend Ale Trail Month campaign is 2/3 to completion. Related website traffic is up 4% year-over-year. Total Bend Ale trail completions to date are approximately 31,500. There were 78 Bend Ale Trail redemptions in the Visitor Center this past Sunday alone.

Participating 10th Month events showed increases in attendance, as well as out of town attendance.

Visit Bend has started an Instagram influencer program, with prominent influencers coming from one of the main target markets once per month. A Seattle-based influencer came in September, and a cultural and culinary-focused influencer was here in October.

Nate will show highlights from the fall campaign video shoots after the Board Meeting. The Share Bend campaign is 3/4 done filming.

The new Visit Bend website project continues.

Public Relations and Social Media Update

Tawna Fenske showed some recent media highlights. Upcoming media coverage will appear in *The Seattle Times*, the *Denver Post*, and Tastemade.

Tawna also showed some recent Facebook posts that performed well.

Group Sales Updates

Hank Therien said that the Bend Ale Run - which happened this past weekend - showed higher registration numbers than in previous years. 80% of the participants were from out of the area.

The Halloween Cross Crusades showed strong participation - the highest of any of the Cross Crusades stops.

The USA Climbing Bouldering Nationals are in negotiations and will hopefully be official soon.

Cotopaxi's Questival is scheduled to happen in late March 2018, as part of Women's March.

Board Roundtable

Dave Nissen said that Wanderlust Tours' business was up in October.

Michelle Mercer stated that Mt. Bachelor will open this Saturday. New websites are in the works for both Mt. Bachelor and for Sun Country Tours.

Jodie Barram stated that the Tower Theatre has a year-end campaign to fund their education fund

Jodie will be leaving the Tower Theatre as of this Thursday. She will also be leaving the Visit Bend Board of Directors and the BCTF Commission.

Erick Trachsel said the Riverhouse is working on the 2019 Gala. They are also expecting group sales to be up next year.

Alan Dietrich said that their business is going well. The distilling business is getting more competitive as new companies enter the market.

Public Comment

Ashley Mitchell stated that a remodel of the Fairfield Inn will begin and should be completed by April.

Carolyn Eagan said that the City of Bend is focusing on urban renewal and the airport master plan.

Eric Rock said that the Doubletree Hotel is budgeting for a slight increase in sales next year.

The meeting was adjourned at 9:22 a.m.

Notes by: Valerie Warren November 14, 2017

Visit Bend

Financial Performance Analysis For the period ended December 31, 2017

1) Operating Analysis

a) Revenue:	Dec17 Revenue was under budget by-+\$10.9K (-5.8%) overall. This variance consisted of a City Funding - Current Year underage of -\$16.9K (-11.4%), a Retail Sales underage of -\$1.6K (-4.4%) and an Advertising overage of +\$7.5K (+164.5%). Year to Date FY 2018 Revenue was over budget by +\$72.7K (+3.8%) overall. This variance consisted of a City Funding - Current Year overage of +\$54.9K (+3.1%), a Retail Sales underage of -\$7.1K (-6.7%) and an Advertising overage of +\$24.7K (+45.3%).
b) Personnel Expenses:	Dec17 Personnel Expenses were under budget by -\$1.9K (-3.5%). Year to Date FY 2018 Personnel Expenses were under budget by -\$2.1K (-0.7%).
c) Sales & Marketing Expenses:	Dec17 Sales & Marketing expenses were under budget by -\$5.4K (-21.3%), primarily due to timing differences between budgeted actual expenses in several categories. These variances are expected to true up by year end. Year to Date FY 2018 Sales & Marketing expenses were under budget by -\$361.4K (-25.7%), primarily due to timing differences between budgeted and actual expenses. These variances are expected to true up by year end.
d) Overhead Expenses:	Dec17 Overhead expenses were over budget by +\$2.6K (+14.8%) overall, due to various small variances. Year to Date FY 2018 Overhead expenses were under budget by -\$14.3K (-12.4%) overall, due to various small variances.
e) Surplus (Deficit):	Dec17 Deficit of -\$100.0K (-56.7%) was under budgeted Deficit of -\$143.7K (-76.7%) by +\$43.7K (+20.0% profitability points) primarily due to under budget Sales & Marketing offset by under budget Revenue. Year to Date FY 2018 Surplus of \$563.2K (+28.3%) was over budgeted Surplus of \$112.8K (5.9%) by +\$450.4K (+22.4% profitability points) primarily due to under budget Revenue Sales & Marketing and over budget Revenue.

2) Cash Flow & Balance Sheet Analysis

a) Cash Flow Summary:	In Dec17, Cash decreased by -\$51.0K to a month-end balance of \$881.7K. Year to Date FY 2018 Cash increased by +\$460.0K to a period end balance of \$881.7K.
b) Balance Sheet:	The Balance Sheet remained healthy as of Nov17, in terms of both "liquidity" (Current Ratio of 4.7) 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 2018 and beyond, since it will operate the organization well within its financial means and will be proactive in making necessary course corrections on discretionary spending in response to fluctuations in its revenue, in relation to Budget.

Visit Bend Budget-to-Actual P&L Analysis

For the period ended December 31, 2017

		Current	Month			Year-t	o-Date	
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	130,520	147,373	(16,853)	(11.4%)	1,814,202	1,759,329	54,873	3.1%
City Funding - Prior Years	-	-	-	0.0%	-	- .	-	0.0%
Retail Sales	33,852	35,410	(1,558)	(4.4%)	99,542	106,644	(7,101)	(6.7%)
Advertising	12,034	4,550	7,484	164.5%	79,318	54,589	24,729	45.3%
Event Revenue	-	-	~	100.0%	168	-	168	100.0%
Other Revenue	470.400	407.000		0.0%			•	0.0%
Total	176,406	187,333	(10,927)	(5.8%)	1,993,230	1,920,562	72,668	3.8%
Personnel Expenses								
Base Pay	34,753	38,504	(3,750)	(9.7%)	226,650	230,805	(4,155)	(1.8%)
Overtime	-	60	(60)	(100.0%)	· <u>-</u>	360	(360)	(100.0%)
Incentive Pay	7,776	6,500	1,276	19.6%	8,446	6,500	1,946	29.9%
Payroll Taxes	3,375	3,263	113	3.5%	18,073	17,207	866	5.0%
Employee Benefits	5,497	4,935	562	11.4%	29,252	29,609	(358)	(1.2%)
Total	51,402	53,261	(1,859)	(3.5%)	282,421	284,481	(2,061)	(0.7%)
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Sales & Marketing Expenses	40.400	44 700	(4.04.4)	(40.40()	440.005	400.045	44.000	a mar
Cultural Tourism Fund	10,489	11,703	(1,214)	(10.4%)	140,265	129,245	11,020	8.5%
Visitor Development Fund	5,000	12,000	(7,000)	(58.3%)	101,743	88,500	13,243	15.0%
Online Mktg	95,320	47,567	47,754	100.4%	217,080	212,649	4,432	2.1%
Photo Print	1,100	1,600	(500)	(31.3%)	9,920	10,000	(80)	(0.8%)
	5,345	17,250	(11,905)	(69.0%)	44,306	79,250	(34,944)	(44.1%)
Production	1,805	20,250	(18,445)	(91.1%)	66,936	142,250	(75,314)	(52.9%)
Radio	20,702	34,500	(13,798)	(40.0%)	71,197	138,500	(67,303)	(48.6%)
Trade Shows TV	-	-	-	0.0%	195	979	(784)	(80.1%)
Collateral	41,996	51,750	(9,754)	(18.8%)	77,579	185,250	(107,671)	(58.1%)
Postage	831	7,000	(6,169)	(88.1%)	71,719	42,000	29,719	70.8%
	1,090	3,500	(2,410)	(68.8%)	10,017	21,000	(10,983)	(52.3%)
Public Relations	299	12,500	(12,201)	(97.6%)	1,503	14,250	(12,747)	(89.5%)
Promotions	6,445	11,500	(5,055)	(44.0%)	57,917	98,000	(40,083)	(40.9%)
Research	140	2 200	140	0.0%	32,460	32,500	(40)	(0.1%)
Web. Dev.	390	2,800	(2,410)	(86.1%)	33,614	80,050	(46,436)	(58.0%)
Travel & Meals	3,822	2,500	1,322	52.9%	12,239	13,500	(1,261)	(9.3%)
Retail Purchasing Total	9,901	23,810	(13,909)	(58.4%)	73,388	78,646	(5,258)	(6.7%)
lotai	204,835	260,229	(55,395)	(21.3%)	1,047,158	1,408,569	(361,411)	(25.7%)
Overhead Expenses								
Building Lease	4,500	4,599	(99)	(2.2%)	26,850	27,441	(591)	(2.2%)
Building Maintenance	897	1,125	(228)	(20.3%)	5,379	6,800	(1,421)	(20.9%)
Equipment Lease & Maint.	277	450	(173)	(38.4%)	1,778	2,700	(922)	(34.1%)
Professional Fees	6,188	4,000	2,188	54.7%	31,896	30,000	1,896	6.3%
Office Supplies	1,548	1,500	48	3.2%	3,539	9,000	(5,461)	(60.7%)
Utilities	1,495	1,042	453	43.5%	7,409	6,250	1,159	18.5%
Bank Fees	351	417	(66)	(15.8%)	2,371	2,500	(129)	(5.2%)
Dues & Subscriptions	-	1,810	(1,810)	(100.0%)	3,465	14,160	(10,695)	(75.5%)
Insurance	2,831	575	2,256	392.4%	6,230	3,450	2,780	80.6%
Licenses & Permits	494	183	311	169.5%	1,024	1,100	(76)	(6.9%)
Education & Training	205	100	105	105.0%	205	600	(395)	(65.8%)
Network & Telco	590	1,000	(410)	(41.0%)	5,456	6,000	(544)	(9.1%)
Non-Capital IT	•	-	-	0.0%	-	-	•	0.0%
Depreciation & Amort.	800	800	-	0.0%	4,800	4,800	-	0.0%
Interest Expense	(5)	(17)	11	(68.6%)	(33)	(100)	67	(67.2%)
Total	20,181	17,584	2,597	14.8%	100,424	114,701	(14,277)	(12.4%)
Total Expenses	276,417	331,074	(54,657)	(16.5%)	1,430,002	1,807,751	(377,748)	(20.9%)
muhamaa	<u> </u>	301,01 1	(04,007)	(10.570)	1,700,002	1,001,701	(377,140)	(20.570)
Surplus (Deficit)	(100,010)	(143,741)	43,731	(30.4%)	563,228	112,811	450,417	399.3%
Surplus (Deficit) %	(56.7%)	(76.7%)	20.0%		28.3%	5.9%	22.4%	

DESCHUTES COUNTY - TRT COLLECTION

	FY09/	10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE	FY17/18	CHANGE
JUL	S	625,711	-18.3% \$	675,977	8.0%	\$ 762,447	12.8%	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%
AUG	5	672,341	-6.7%	674,385	0.3%	\$ 640,605	-5.0%	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%
SEP	\$	291,042	7.8%	315,140	8.3%	\$ 313,722	-0.4%	327,777	4.5%	\$ 403,810	23.2%	430,477	6.6%	5 614,663	42.8% S	574,496	-6.5% \$	529,022	-7.9%
OCT	\$	137,059	-12.0% 5	110,719	-19.2%	\$ 129,320	16.8%	126,948	-1.8%	\$ 139,234	9.7%	175,403	26.0%	\$ 240,295	37.0% \$	282,936	17.7% S	394,256	39.3%
NOV	5	103,767	-11.7%	112,113	8.0%	\$ 101,784	-9.2%	105,795	3.9%	\$ 131,451	24.3%	195,905	49.0%	\$ 213,017	8.7% \$	228,833	7.4% S	266,930	16.6%
DEC	\$	188,621	-14.2%	199,866	6.0%	\$ 221,146	10.6%	252,250	14.1%	\$ 319,538	26.7%	360,655	12.9%	\$ 396,621	10.0% S	453,353	14.3%		-100.0%
JAN	\$	118,337	-18.5% \$	153,670	29.9%	\$ 125,545	-18.3%	180,588	43.8%	\$ 180,382	-0.1%	230,003	27.5%	\$ 278,939	21.3% \$	272,394	-2.3%		-100.0%
FEB	\$	121,654	14.8%	119,788	-1.5%	\$ 143,076	19.4%	154,062	7.7%	\$ 155,023	0.6%	189,704	22.4%	\$ 255,899	34.9% \$	259,411	1.4%		-100.0%
MAR	\$	147,374	11.9%	148,310	0.6%	\$ 151,221	2.0%	194,809	28.8%	\$ 224,459	15.2%	276,134	23.0%	302,367	9.5% \$	354,899	17.4%		-100.0%
APR	\$	90,000	7.0%	105,941	17.7%	\$ 121,015	14.2%	130,428	7.8%	\$ 181,695	39.3%	189,582	4.3%	\$ 216,213	14.0% \$	236,091	9.2%		-100.0%
MAY	\$	143,816	-11.5%	190,961	32.8%	\$ 202,628	6.1%	219,254	8.2%	\$ 258,725	18.0%	292,303	13.0%	\$ 354,123	21.1% \$	390,661	10.3%		-100.0%
JUN	\$	332,197	3.8%	345,103	3.9%	\$ 445,126	29.0%	449,607	1.0%	\$ 462,519	2.9%	625,431	35.2%	\$ 755,305	20.8% \$	683,013	-9.6%		-100.0%
FYTD		1,726,153	-9.8% \$	1,776,221	2.9%	\$ 1.846,094	3.9% \$	2,009,170	8.8%	5 2,364,982	17.7% \$	2,909,764	23.0%	\$ 3,295,614	13.3% \$	3,505,295	6.4% \$	4,173,611	19.1%
FY END	\$	2,971,919	-7.1%	3,151,973	6.1%	\$ 3,357,635	6.5%	3,695,963	10.1%	\$ 4,278,774	15.8%	5,269,481	23.2%	\$ 6,068,098	15.2% \$	6,383,950	5.2% \$	4,173,611	-34.6%

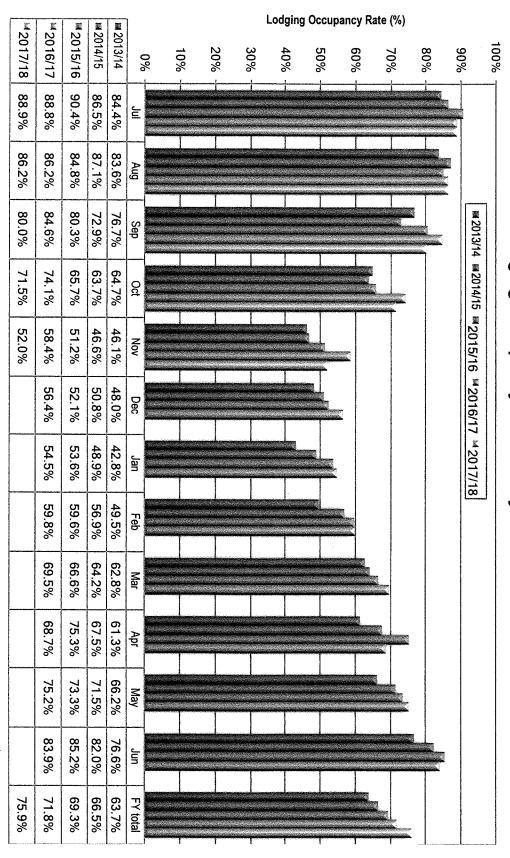
CITY OF BEND - TRT COLLECTION

2000	FY09	10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE	FY17/18	CHANGE
JUL	15	433,489	-3.5% \$	489,662	13.0% \$	544,668		543,438	-0.2% \$	586,376	7.9% \$	881,867		1,167,521	32.4% \$	1,253,078		1,421,078	13.4%
AUG	\$	384,731	-11.9% S	444,130	15.4% S	480,388	8.2% S	534,186	11.2% \$	610,702	14.3% S	870,733	42.6% S	1,021,591	17.3% S	1,109,525	8.6% S	1,347,255	21.4%
SEP	\$	284,892	-11.4% S	328,306	15.2% S	377,773	15.1% S	395,722	4.8% \$	462,399	16.8% \$	565,927	22.4% S	739,451	30.7% \$	839,649	13.6% \$	819,113	-2.4%
OCT	\$	224,398	-7.5% S	250,959	11.8% \$	229,891	-8.4% S	280,250	21.9% \$	345,402	23.2% \$	440,768	27.6% S	530,277	20.3% \$	664,833	25.4% \$	649,885	-2.2%
NOV	\$	144,153	-5.6% \$	152,274	5.6% \$	166,215	9.2% \$	178,469	7.4% S	215,766	20.9% \$	295,095	36.8% S	357,600	21.2% \$	458,649	28.3% \$	424,064	-7.5%
DEC	5	185,489	22.8% \$	218,038	17.5% \$	205,601	-5.7% S	228,195	11.0% \$	288,908	26.6% \$	380,893	31.8% S	434,108	14.0% \$	541,672	24.8%		-100.0%
JAN	\$	143,102	0.4% S	153,692	7.4% S	158,458	3.1% \$	183,934	16.1% \$	228,564	24.3% \$	328,996	43.9% S	399,620	21.5% \$	467,385	17.0%		-100.0%
FEB	\$	165,234	3.2% \$	181,006	9.5% \$	191,409	5.7% \$	205,050	7.1% \$	262,821	28.2% \$	377,576	43.7% S	428,240	13.4% \$	475,558	11.0%		-100.0%
MAR	5	198,289	18.5% \$	207,918	4.9% \$	225,231	8.3% \$	260,039	15.5% \$	356,557	37.1% \$	492,377	38.1% S	542,242	10.1% \$	686,690	26.6%		-100.0%
APR	\$	201,723	12.1% \$	215,623	6.9% \$	233,926	8.5% \$	273,645	17.0% \$	329,826	20.5% \$	474,418	43.8% S	571,271	20.4% S	635,713	11.3%		-100.0%
MAY	\$	256,714	7.1% \$	290,647	13.2% \$	304,522	4.8% \$	358,299	17.7% \$	431,931	20.6% \$	587,528	36.0% S	614,788	4.6% \$	766,845	24.7%		-100.0%
JUN	\$	337,885	14.6% \$	348,207	3.1% \$	405,876	16.6% \$	446,842	10.1% \$	601,113	34.5% \$	794,235	32.1% \$	887,415	11.7% \$	1,021,403			-100.0%
\$ -	\$	1,471,663		1,665,331	13.2% \$	1,798,935	8.0% \$	1,932,065	7.4% 5		14.9% \$	3,054,391	37.5% \$	3,816,441	24.9% \$	4,325,732		4,661,395	7.8%
FY End	5	2,960,098	0.8% \$	3,280,461	10.8% \$	3,523,958	7.4% S	3,888,070	10.3% S	4,720,365	21.4% \$	6,490,413	37.5% \$	7,694,125	18.5% \$	8,920,998	15.9% \$	4,661,395	-47.7%

1% TRT rate increase implemented in June 2014 in City of Bend (9% to 10%)
.4% TRT rate increase implemented in June 2015 in City of Bend (10% to 10.4%)
1% TRT rate increase implemented for Deschutes County on July 1, 2014 (7% to 8%)

Indicates Historical High For That Specific Month

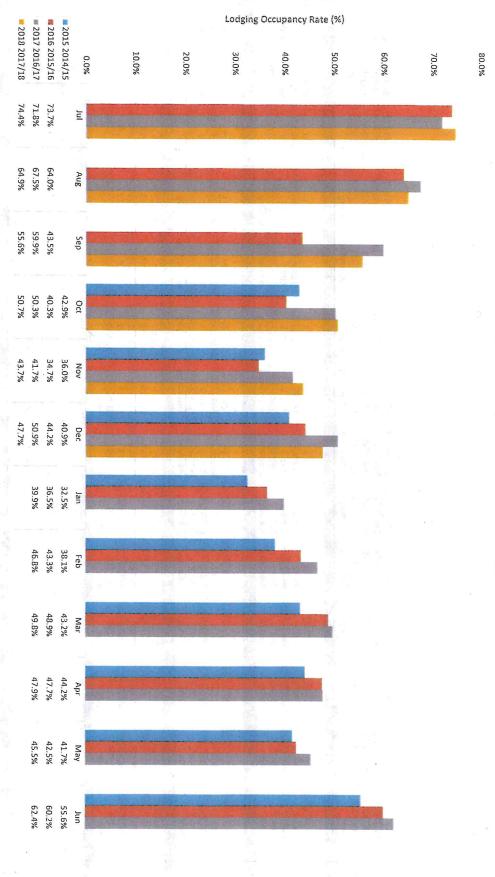
Bend Lodging Occupancy Rates: July 2013 - Dec 2017



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\$6,160,237 \$7,102,624 \$7,573,102 \$7,972,298 \$8,903,439 \$10,445,675 \$12,443,859 \$12,3615,652	July 62,031 64,956 67,800 68,617 72,621 75,730 82,355 75,588 79,762	349 83,390 86,211 86,211 86,056 86,056 87,575 91,109 91,109 85,095 89,156	573.87 \$823.9 \$87.89 \$87.84 \$91.94 \$103.46 \$119.28 \$136.58 \$136.58 \$145.27 \$152.72 \$152.72	Jul 899.31 \$109.35 \$1117.0 \$115.31 \$172.60 \$137.93 \$151.10 \$163.54 \$171.78 \$5.0%	Jul 74.4% 75.3% 78.6% 78.6% 78.76.7 86.5% 90.4% 90.4 90.4 90.4 90.4 90.4 90.4 90.4 90.4
August \$5.621,873 \$6.490,872 \$6,703,697 \$7,832,142 \$9,034,140 \$10,681,996 \$11,426,377 \$11,502,123 \$13,649,873	August 56, 197 56, 197 62, 258 62, 258 68, 891 71, 919 76, 265 77, 279 74, 004 76, 813	83,390 86,211 96,211 96,216 88,056 88,056 87,575 91,109 91,106 85,870 99,156	Aug 867.42 \$77.5.29 \$77.5.29 \$77.6.9 \$104.98 \$121.75 \$125.41 \$123.95 \$123.95 \$153.10 14.3%	Aug \$96.60 \$100.55 \$107.69 \$113.69 \$125.62 \$129.80 \$147.86 \$147.86 \$147.70	Aug 69.8% 74.9% 72.2% 80.1% 81.6% 81.7.1% 64.8% 64.8% 66.2% 66.2%
September \$4,141,656 \$4,893,675 \$5,674,075 \$6,209,404 \$7,132,834 \$7,436,502 \$8,740,665 \$9,025,094 \$9,032,760	September 47,448 55,036 57,671 61,703 63,837 64,264 70,942 69,060	September 80,700 83,430 83,430 83,280 83,280 83,770 88,170 86,280	\$90 \$51.32 \$58.66 \$68.01 \$74.56 \$85.65 \$84.34 \$99.13 \$108.61 \$108.63 \$108.63	Sep \$87.29 \$88.92 \$90.63 \$111.74 \$115.72 \$123.41 \$123.30 \$130.80 1.9%	\$40 58.8% 68.0% 69.1% 74.1% 72.9% 72.9% 80.3% 80.0% -5.4%
October \$3,322,091 \$3,915,506 \$3,745,303 \$4,453,096 \$5,568,464 \$6,217,393 \$6,217,393 \$6,831,969 \$7,389,527 \$7,381,315	October 40,811 44,668 42,329 49,443 55,709 58,068 58,068 58,877 63,899 64,123	October 83,290 86,211 86,211 86,056 86,056 91,109 91,109 81,109 81,109 86,397 89,683	Oct \$39.84 \$45.42 \$43.44 \$51.76 \$84.72 \$68.24 \$74.99 \$82.51 \$82.30 -0.3%	Oct. \$81.40 \$81.60 \$87.66 \$88.48 \$80.08 \$89.97 \$107.07 \$111.16 \$114.92 \$115.11 0.2%	Oct 48.9% 51.8% 49.1% 57.5% 64.7% 63.7% 65.7% 65.7% 74.1% 71.5%
November \$2,168,650 \$2,464,976 \$2,712,739 \$3,127,795 \$3,129,877 \$4,038,189 \$4,406,885 \$4,976,569 \$4,581,571	November 28,287 30,138 31,754 36,112 38,391 41,111 45,168 46,700 45,124	November 80,700 83,430 83,280 83,280 83,280 83,170 88,170 88,170 88,170 88,170	Nov \$26.87 \$29.55 \$32.52 \$37.56 \$43.59 \$43.59 \$45.80 \$49.98 \$52.77 -11.9%	Nov \$76.67 \$81.78 \$85.43 \$85.43 \$86.61 \$94.55 \$98.23 \$97.57 \$102.54 \$101.53 -1.0%	Nov 35.1% 36.1% 38.1% 43.4% 43.4% 46.1% 48.6% 51.2% 51.2% -11.0%
December \$2,243,887 \$2,243,887 \$2,875,384 \$2,897,704 \$3,379,853 \$4,022,041 \$4,811,935 \$4,855,692 \$5,006,012	December 27,952 33,696 33,393 38,166 41,282 46,325 48,463 48,463	December 83,390 86,211 86,211 86,056 86,025 91,109 93,062 85,870	Dec \$26.91 \$33.35 \$33.61 \$33.61 \$39.29 \$46.76 \$50.62 \$50.62 \$50.62 \$50.62	Dec \$80.28 \$80.28 \$85.33 \$85.33 \$86.78 \$88.56 \$97.45 \$99.56 \$100.19 \$100.39	Dec 33.5% 39.1% 38.7% 44.4% 48.0% 50.8% 52.1% 52.1% 52.1% 58.4%
January \$2,120,865 \$2,275,854 \$2,587,012 \$3,199,043 \$3,537,333 \$4,420,191 \$4,963,474 \$4,722,344	January 27,102 27,579 30,643 36,245 36,854 44,573 49,912 46,843	January 86,211 86,211 86,211 86,056 86,025 91,109 93,062 85,870	Jan \$24.80 \$26.40 \$30.01 \$37.17 \$41.12 \$48.52 \$48.52 \$53.34 \$54.99	Jan \$78.25 \$82.52 \$84.42 \$88.26 \$95.98 \$95.99 \$99.17 \$99.44 \$100.81	Jan 31.4% 32.0% 35.5% 42.1% 42.8% 48.9% 53.6% 54.5%
February \$2,368,802 \$2,709,142 \$2,709,142 \$2,880,935 \$3,475,915 \$3,475,915 \$3,797,944 \$4,812,662 \$5,108,823 \$4,840,802	February 29,611 31,989 33,853 36,112 38,439 46,824 50,134 46,367	February 77,868 77,868 77,868 77,728 77,700 82,292 84,056 77,560	Feb \$30.42 \$30.42 \$37.00 \$44.72 \$48.88 \$59.48 \$60.78 \$62.41 2.7%	Feb \$80.00 \$84.69 \$85.10 \$91.20 \$98.80 \$102.78 \$101.90 \$104.40	Feb 38.0% 41.1% 43.5% 49.0% 49.5% 49.5% 56.9% 59.8% 59.8% 59.8%
March \$2,939,692 \$3,045,779 \$3,377,836 \$4,191,241 \$5,283,871 \$6,323,671 \$6,315,746 \$6,521,415 \$6,661,333	March 36,482 36,679 38,965 45,943 54,002 58,501 62,022 59,668	March 86,211 86,211 85,963 86,056 86,025 91,109 93,062 85,870	Mar \$34.10 \$35.33 \$39.29 \$48.70 \$81.42 \$59.32 \$70.08 \$77.57 10.7%	Mar \$80.62 \$83.04 \$86.69 \$97.85 \$107.96 \$105.15 \$111.64 \$6.2%	Mar 42.3% 42.5% 46.3% 53.4% 62.6% 64.2% 66.6% 69.5%
April 53,142,510 53,317,032 53,708,372 54,779,187 55,128,475 56,120,3611 57,473,980 56,509,802	April 37,548 38,724 42,765 50,248 51,866 51,867 67,841 59,310	April 83,430 83,430 83,280 83,280 84,750 84,770 86,170 90,060 86,280	Apr \$37.67 \$39.76 \$44.53 \$57.39 \$80.49 \$71.49 \$82.89 \$75.45	Apr \$63.69 \$85.66 \$85.72 \$95.11 \$98.65 \$105.86 \$110.17 \$109.76	Apr 45.0% 416.4% 51.4% 60.3% 61.3% 67.5% 75.3% 68.7% -9.8%
May \$3,917,869 \$4,353,823 \$4,819,047 \$5,820,217 \$6,368,884 \$7,498,569 \$8,133,254 \$8,323,101	May 45,198 46,976 51,181 57,685 57,970 65,131 68,237 67,004	May 86,211 86,211 86,056 86,056 87,575 91,109 93,062 89,156	Hay \$45.45 \$50.50 \$56.00 \$67.63 \$72.73 \$72.73 \$82.30 \$87.40 \$93.35	May \$86.58 \$92.69 \$94.16 \$100.90 \$109.87 \$115.13 \$119.19 \$124.22 4.2%	May 52.4% 59.5% 59.5% 67.0% 66.2% 71.5% 73.3% 75.2%
\$4,970,829 \$5,115,886 \$6,053,201 \$7,131,581 \$7,995,023 \$9,411,753 \$9,744,142 \$10,705,573	June 52,163 51,241 59,795 64,272 64,954 72,291 70,142 72,388	June 83,430 83,430 83,280 83,280 84,750 84,750 88,170 90,060 86,280	Jun \$59.58 \$61.32 \$72.68 \$85.63 \$83.16 \$106.75 \$112.80 \$118.80 \$155%	Jun \$95.26 \$95.26 \$101.23 \$110.56 \$121.55 \$130.19 \$138.92 \$147.89 6.5%	Jun 62.5% 61.4% 71.8% 77.2% 76.6% 82.0% 85.2% 83.9%
Total Year 43,118,961 48,560,552 52,733,023 61,512,632 70,302,225 82,174,282 90,650,535 91,994,279 48,261,171	Total Year 492,830 552,436 552,437 615,437 647,944 708,630 752,258 732,632 334,882	Total Year 998,321 1,015,065 1,014,362 1,013,240 1,017,578 1,065,667 1,065,667 1,065,091 1,020,928 441,095	FY total \$43.19 \$47.84 \$51.99 \$60.71 \$69.09 \$77.11 \$83.46 \$80.11 \$109.41	FY total \$87.49 \$92.28 \$95.46 \$99.55 \$108.50 \$115.96 \$125.57 \$144.11	FY total 49.4% 51.8% 54.5% 60.7% 60.37% 68.5% 69.3% 71.8%

Bend Airbnb Vacation Rental Occupancy Rates - Entire Place Listings





2018	2016	2015		Revenue (\$)	1	2018	2017	2016	2015		Booked - I	2010	2017	2015	2015		Supply - L		2018	2017	2016	2015		RovPAR (\$)		2018	2017	2016	2015		ADR (\$)		2018	2017	2016	2015	
2016/1/	2015/16	2014/15		8)		2017/18	2016/17	2015/16	2014/15		Booked - Listing Nights	2017/18	71/91.07	2015/16	2014/15		Supply - Listing Nights		2017/18	2016/17	2015/16	2014/15				2017/18	2016/17	2015/16	2014/15				2017/18	2016/17	2015/16	2014/15	
\$1,324,039	\$399,248		July			10 460	5,935	2,356		July	ıts	14,059	8,2/1	3,196	STATES AND A SECURITY OF THE PERSON NAMED IN	July	ls sl	15.4%	\$184.81	\$160.08	\$124.92		Jul		11.3%	\$248.40	\$223.09	\$169.46		luL		3.6%	74.4%	71.8%	73.7%		Jul
\$1,233,869	\$396,152		August		11,000	11 300	5,594	2,316		August		17,549	8,284	3,618		August		22.0%	\$181.79	\$148.95	\$109.50		Aug		27.0%	\$280.04	\$220.57	\$171.05		Aug		-3.9%	64.9%	67.5%	64.0%		Aug
\$1,055,421	\$245,725		September		7+0,7	7 8 4 7	4.898	1,503		September		14,105	8,177	3,452	新疆 27.5 集成的数据	September		-0.6%	\$128.25	\$129.07	\$71.18		Sep		7.1%	\$230.68	\$215.48	\$163.49		Sep		-7.2%	55.6%	59.9%	43.5%		Sep
\$693,260	\$237,527	\$143,995	October		0,192	6 100	3.721	1,546	1,039	October		12,222	7,401	3,834	2,422	October		4.0%	\$97.44	\$93.67	\$61.95	\$59.45	Oct		3.2%	\$192.33	\$186.31	\$153.64	\$138.59	Oct	をはるないとなっ	0.8%	50.7%	50.3%	40.3%	42.9%	Oct
\$614,110	\$321,708	\$125,154	November		9,132	n 0, 10	3 194	1,745	900	November		11,756	7,664	5,036	2,498	November		14.2%	\$91.54	\$80.13	\$63.88	\$50,10	Nov		9.1%	\$209.69	\$192.27	\$184.36	\$139.06	Nov	Section of the least	4.8%	43.7%	41.7%	34.7%	36.0%	Nov
\$1,112,554	\$564,464	\$177,235	December		617'1	7 070	4747	2.719	1,196	December		15,251	9,318	6,149	2,924	December		-9.2%	\$108.41	\$119.40	\$91.80	\$60.61	Dec		-3.1%	\$227.14	\$234.37	\$207.60	\$148.19	Dec		-6.3%	47.7%	50.9%	44.2%	40.9%	Dec
\$707,942	\$456,315	\$133,066	January			0,4,0	3 479	2.420	940	January			8,711	6,628	2,896	January		-100.0%		\$81.27	\$68.85	\$45.95	Jan		-100.0%		\$203.49	\$188.56	\$141.56	Jan		-100.0%		39.9%	36.5%	32.5%	Jan
\$698,039	\$522,431	\$122,814	February		ALTERNATION AND ADDRESS OF THE PARTY OF THE	0,700	3 468	2.709	893	February			7,416	6,262	2,344	February	が高いない	-100.0%		\$94.13	\$83.43	\$52.39	Feb	Tarafanan I	-100.0%		\$201.28	\$192.85	\$137.53	Feb		-100.0%		46.8%	43.3%	38.1%	Feb
\$915,778	\$629,381	\$178,339	March			4,000	4 586	3 184	1.242	March			9,209	6,505	2,872	March		-100.0%		\$99.44	\$96.75	\$62.10	Mar		-100.0%		\$199.69	\$197.67	\$143.59	Mar		-100.0%		49.8%	48.9%	43.2%	Mar
\$869,261	\$530,871	\$148.195	April			4,040	7 3 7 5	2910	1.070	April			9,077	6,104	2,421	April		-100.0%		\$95.77	\$86.97	\$61.21	Apr		-100.0%	CONTRACTOR OF THE CONTRACTOR O	\$200.06	\$182 43	\$138.50	Apr		-100.0%		47.9%	47.7%	44.2%	Apr
\$1,038,919	\$693,544	\$192.859	Mav			ט,טטט	2 090 5	3 419	1 262	Mav			11,109	8,036	3,024	May		-100.0%		\$93.45	\$86.31	\$63.78	Mav		-100 0%		\$205.32	\$202 85	\$152.82	Mav		-100 0%		45.5%	42.5%	41.7%	May
	\$991,275	\$260.844	June			1,223	7 225	4 660	1 636	June		THE REPORT OF	11,586	7,745	2,945	June		-100.0%		\$139.76	\$127.99	\$88.57	Jun		-100 0%		\$224 13	\$21272	\$159.44	nuL		-100 0%		62.4%	60.2%	55.6%	Jun
<u> </u>	\$ 5,988,642.85	\$ 1 482 501 40	Total Year		48,297	20,20	Cac aa	31 487	10 178	Total Year		84,942	106,223	66,565	24,346	Total Year			\$132.04	\$111.26	\$89.46	\$60.46	FY total		0.0	\$231.38	\$208.84	\$185.56	\$144 36	FY tota			56 9%	53.0%	47 3%	41.8%	FY total



Reserve Fund Proposal

Cash Reserve Policy: Visit Bend will maintain two separate reserve funds as outlined below.

- 1. A **Wind Down** reserve fund consisting of restricted cash reserve fund in a money market account equal to an estimate of three months of operating costs. In the event that Visit Bend is dissolved, the Board of Directors, may approve accessing cash reserve funds to finance a three month phase-out of Visit Bend operations. Currently this cash reserve is set at \$100,000.
- 2. A second reserve fund that may be used for:
 - a. **Unbudgeted marketing or operational opportunities**: The Board may approve accessing cash reserve funds to participate in special unbudgeted marketing or operational opportunities.
 - b. **Unbudgeted capital expenditures**: The Board may approve accessing cash reserve funds to finance unbudgeted capital expenditures.

This cash reserve fund will be funded over several years until the balance reaches \$750,000.

Each year, as the annual Business Plan is prepared, the fiscal year-to-date transient room tax collections will be reviewed. When it is anticipated that the TRT collected by the current fiscal year end will be 103% of the current year's budgeted amount, Visit Bend will allocate 5% of the upcoming fiscal year's overall budget to this reserve fund. This will be included in the Business Plan proposed to BEDAB and City Council.

Use of cash reserve funds requires a majority vote from the Board of Directors. <u>In all instances</u>, <u>Board approval to spend cash reserve funds must be accompanied by a written plan and specific timeline to replace those funds within a time period and strategy deemed reasonable by a majority vote of the Board of Directors.</u>

Visit Bend reserves the right to review and to make changes to the Reserve Fund policy on an annual basis, as long as policy changes are approved by a majority vote of the Board of Directors.

VB - Rainy Day Fund Analysis

Visit Bend
Tourism Reserve Fund Financial Analysis
Long Range Budget Forecast

Current Balance + 3% of Budget Growth (Loss) from Previous Year	Current Balance + 5% of Budget Growth (Loss) from Previous Year	City Funding Revenue - Total	City Funding Revenue - Current Year City Funding Revenue - Prior Year(s)	Less City Overhead	City Funding - 10.4%	City Funding - 0.4%	City Funding - 1.0%	Revenue City Funding - 9.0%	TRT Collections	
		2,723,254	2,723,254	(52,200)	2,775,454	211,176	527,940	2,036,339	7,694,124	Actual FY 2016
		3,105,219	2,689,219 416,000	(54,000)	2,743,219	208,722	521,808	2,012,688	8,686,368	Forecast FY 2017
65,000	65,000	3,133,831	2,873,955 259,876	(55,890)	2,929,845	252,573	631,432	2,045,840	9,381,278	Forecast FY 2018
152,918 87,918	211,530 146,530	2,930,596	2,930,596	(57,846)	2,988,442	257,624	644,061	2,086,757	9,568,903	Forecast FY 2019
240,775 87,857	357,958 146,429	2,928,571	2,928,571	(59,871)	2,988,442	257,624	644,061	2,086,757	9,568,903	Forecast FY 2020
330,362 89,587	507,271 149,312	2,986,245	2,986,245	(61,966)	3,048,211	262,777	656,942	2,128,492	9,760,281	Forecast FY 2021
423,542 93,180	662,571 155,300	3,106,004	3,106,004	(64,135)	3,170,139	273,288	683,220	2,213,632	10,150,693	Forecast FY 2022
522,362 98,819	827,269 164,698	3,293,968	3,293,968	(66,380)	3,360,348	289,685	724,213	2,346,450	10,759,734	Forecast FY 2023
628,168 105,806	1,003,613 176,343	3,526,869	3,526,869	(68,703)	3,595,572	309,963	774,908	2,510,701	11,512,916	Forecast FY 2024
742,531 114,363	1,194,218 190,606	3,812,110	3,812,110	(71,108)	3,883,218	334,760	836,900	2,711,557	12,433,949	Forecast FY 2025
868,469 125,938	1,404,115 209,897	4,197,943	4,197,943	(73,596)	4,271,540	368,236	920,590	2,982,713	13,677,344	Forecast FY 2026
1,008,426 139,957	1,637,377 233,262	4,665,237	4,665,237	(76,172)	4,741,409	408,742	1,021,855	3,310,812	15,181,852	Forecast FY 2027



Public Relations Updates: January 16, 2018

Press coverage from recent months

- TripAdvisor named Bend their list of 10 "Travelers' choice destinations on the rise," which reveals the top trending travel spots for 2018. This piece was also covered on the *Today* show, *Business Insider*, and many other publications: http://prn.to/2D2GNct
- Marmot included Bend in their online newsletter in an article about 7 places that have mastered the art of three sports in a day: http://bit.ly/2D6dve0
- Reader's Digest featured Bend in an article titled, "11 epic vacation destinations for adrenaline junkies." http://bit.ly/2mtTC63
- *Tasting Table* included Bend in their overview of the country's best underrated ski towns: http://bit.ly/2CRLant
- BuzzFeed did a roundup of the best new restaurant in every state, according to Yelp, and Bend's Bos Taurus was it for Oregon: http://bzfd.it/2ASR6ut
- Leisure Group Travel focused on winter mountain biking in Bend in their recent article about snow-based activities for group travelers: http://bit.ly/2D3JyLz
- We hosted freelancer Cathy McDonald in late-October, and were very pleased with the piece she did for the Seattle Times on winter activities in Bend (specifically focusing on ideas for non-skiers): http://bit.ly/2mk8DXp
- Alaska Airlines featured Bend in several of their most recent in-flight magazines, including spotlights on the Bend Ale Trail and Mt. Bachelor, along with a profile of Olympics-bound athletes (featuring one from Bend).
- Northwest Travel & Life spotlighted sled dog rides at Mt. Bachelor in their February 2018 issue.
- Eugene magazine featured several Bend locations in their winter 2017-18 issue for an article on winter camping.

(over)

Upcoming coverage and other PR initiatives

- Triathlete magazine has a Bend travel piece coming up in their February issue.
- *Via* magazine will be featuring Bend in an upcoming issue. The piece will focus on winter travel, Mt. Bachelor, and Elk Lake.
- January 31-February 2, we're teaming up with COVA and Mt. Bachelor to host a
 FAM trip with of outdoor-focused journalists who will be coming out to ski,
 dine, and enjoy all sorts of outdoor and indoor activities in Bend. Thank you to
 The Oxford for helping us host them.

What's happening on Facebook

- Most of our top-performing posts over the last two months have been video. It doesn't have to be professionally-shot (and in fact, somewhat shaky iPhone footage often outperforms sleek, edited footage).
- Discussion in our comment trail continues to be a key factor in keeping engagement up. Answering questions, bantering with readers, or writing copy that prompts readers to answer questions like "which photo do you prefer?" or "guess the mountain" or "what animal made these tracks?" or "what would you name the High Desert Museum's new fox?"
- We've touched on this before, but any sort of discussion in the comments fuels engagement, and sometimes we're okay with allowing a touch of negativity to stand. When we shared this Widgi Creek shot initially, they'd misidentified the cats as lynx instead of bobcat. Commenters quickly jumped in to correct that, and the resultant discussion kept things going long after the original post had been edited.
- As always, there's no substitute for the reach we get from beautifully-shot, professional images. The photographer contributor program Nate started continues to be a terrific source of top-notch imagery for us.



MARKETING UPDATES: JAN 2018

WINTER ADVERTISING CAMPAIGN

- Visit Bend's wintertime family campaign is in full swing, and the friends portion of the campaign, already underway, will be at full steam by mid-next week. Here's a mid-campaign report.
 - Overall, since October 16, our advertising campaign has delivered 414,065 visits to various landing pages on visitbend.com made up from over 9,079,268 impressions delivered by our digital advertising partners.
 - Top performers include Pandora, driving nearly 44,000 clicks, and BidTellect, driving over 17,640 clicks. Pandora continues to be a strong performer for the Visit Bend message.
 - Of the multiple sub-campaigns being run right now, the family winter message is resonating best, followed by Bend Ale Trail, then wintertime friends, and our hot deals campaign.

BEND ALE TRAIL MONTH REPORT

Visit Bend's Bend Ale Trail Month campaign launched on October 16 and ran through November 25 in PDX, SFO, SEA, and SAC.

- Total Impressions: 10,969,976, leading to 107,444 visits.
 - o Pandora: 3,482,047 impressions leading to 43,859 clicks.
 - BidTellect delivered 2,168,980 impressions and 8,359 clicks.
- Other partners and efforts driving the remainder of clicks included OPB, Entercom, Comcast, Weekend Sherpa, KPTV, Hubbard Radio Group and several other partners; in addition to social.
- There were 536 completions during Bend Ale Trail Month this year, up slightly over 2016.
 - A total of 1,228 room nights were reported, with a lodging spend totaling \$124,768.
 - \$43,378 was reported to be spent on food and drinks, and
 \$12,532 on shopping while at the breweries.
 - Word of mouth was reported as the number one way of discovering Bend Ale Trail Month at 32%, website at 30%, Facebook and other social at 21%, and advertising at 12%. Others reported seeing the BAT sign, or seeing someone with the map or app.

TRIPADVISOR DMO PARTNERSHIP

Visit Bend's TripAdvisor Partnership means that Bend related pages are seeing a growth in visitor-ship and an increase in content quality.

- Over the past 14 months, Bend-related pages represented through Visit Bend's sponsorship have seen 433,945 visits. Preliminary YOY numbers show this to be a 142% increase.
- More importantly, the tourism-specific pages have seen a 695% increase in traffic, and Visit Bend controls all content on these pages.
 This is another way for Visit Bend to tell the story of Bend to an active and engaged group of travelers and potential visitors.

VISIT BEND INFLUENCER PROGRAM

Visit Bend's influencer program has continued to hum along since its beginning in October has garnered Visit Bend over 4,000 new organic followers. Visit Bend's engagement hovers between 4-5% which is considered slightly above average in the Instagram world. We just hosted a skier this past weekend out of PDX.

NEW CREATIVE + WEBSITE

Wintertime filming is now underway, we're just waiting on snow for the bulk of it. Our spring TV commercial is 98% complete, we're just mastering audio and completing color grading.

Heavy lifting on the website begins next week, with a full manual move of content on the new website. This will be a monumental undertaking but is paramount for the new site to perform optimally and deliver the best experience. We're aiming for a March 1 launch, and hope to present the new site in all of its glory at the March meeting.

WEBSITE – Year over year traffic – past 365 days:

- Total visits: 1,372,341 // Total unique visits: 944980 // Pageviews: 3,068,451
- Geo: PDX (27.46%), BND (21.71%), SEA (13.88%), SFO (6.11%)

BEND ALE TRAIL

To date, over 33,200 people have completed the Bend Ale Trail. A new atlas is currently being printed to update several changes in Bend's ever-evolving brewery world, which we take delivery on this Thursday.

SOCIAL MEDIA SINCE - PAST SIX MONTHS

- Facebook: 14,905,721 impressions, 303,232 post engagements, 44,082 link clicks to visitbend.com.
- Instagram: 40,691 followers, 126,917 engagements.



Visit Bend Sales Update - 1.16.2018

Key Updates

- 1. USA Climbing Bouldering Nationals 1200 athletes, February 2019-2020
 - a. 99.9% sure that this event is coming 2019-2020 but won't receive the final.01% of confidence until February probably.
- 2. Fly Fishing National Championships June 2018
- 3. Cotopaxi Questival March 23-24, 2018, 500+ participants
 - a. Working on finding community partners now to host challenges
 - b. Start/Finish and checkpoint venues being sought
- 4. We have been supportive of David Marchi and Crowsfeet bringing the 2018 Single Speed World Championship mountain bike race to Bend in mid-late October. More details to come. October 2018 1500 international cyclists.
- 5. Cascade Cycling Classic update Kevney

Key Groups/Events we are actively pursuing

- 1. USA Track & Field Club Cross-Country Nationals December 2020, 1,300 athletes
- 2. World of Wrestling Western Worlds May or November 2018, 3,000 athletes
- 3. International Snow Science Workshop 900+ attendees, October, 2022
- 4. USA Weightlifting American Open Series 900+ athletes, September or December 2019
- 5. National Wild Turkey Federation's Women in the Outdoors March 2018, 150+ women
- 6. USA Cycling Cyclocross National Championships December 2022, 1,200 athletes
- 7. Oregon Athletic Directors Association Annual Conference 300 ADs, April 2019
- 8. NAIA Men's Golf Nationals May 2010-21 550 athletes and family
- 9. NAIA Women's Golf Nationals May 2010-21 400 athletes and family
- 10. NAIA Cross-Country National Championships Nov. 2020 2021 640 runners
- 11. NAIA Wrestling Nationals March 2020 & 2021 300 Athletes
- 12. NAIA Men's Division II Basketball Championships March 2020 2021, 700 athletes
- 13. National Bicycle Tourism Conference November 2022, 250+ bicycle tour operators
- 14. USA Ultimate Club Sectional Championships September 2018, 350 athletes + fans
- 15. USA Ultimate Club Regional Championships September 2019, 900+ athletes & fans
- 16. American Academy of Advertising Annual Conference Spring 2021, 200+ attendees
- 17. American Cribbage Congress Grand Nationals 600 participants, October 2020
- 18. USA BMX Fall Grand Nationals 1,000 Athletes, October 2018