

AGENDA

Board of Directors Meeting

September 20, 2016 – 8:00 a.m. at the Bend Visitor Center - 750 NW Lava Road, Bend. OR, 97701

- I. Approval of minutes from previous board meeting a. Need approval on April minutes and June minutes.
- II. Financial Report (5 minutes)
 a. Scott Greenstone & Kevney will brief the Board on FY17 YTD finances.
- III. Tourism industry briefing (5 minutes)
 a. Kevney will brief the board on tourism industry news.
- IV. Marketing Update (5 Minutes)
 - a. Nate will brief the board on current marketing efforts, website updates, and other marketing related projects.
- V. Porter Co. Presentation on Winter Media Plan (15 Minutes) a. Porter Co. & Nate will brief the board on the winter media plan.
- VI. Public Relations and Social Media Update (5 minutes) a. Tawna will update the board on PR and social media activity.
- VII. Group Sales Updates (5 minutes)

 a. Hank will brief the board on group sales activity.
- VIII. Board Roundtable (10 minutes)
- IX. Public Comment (10 minutes)

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Visit Bend Board of Directors Meeting Minutes April 19, 2016

Location: Meeting Room at The Oxford Hotel

Present: Doug La Placa, Valerie Warren, Hank Therien, Nate Wyeth, Tawna Fenske, Ben Perle, Brent McLean, Dave Nissen, Jodie Barram, Erick Trachsel, Ben Perle, Lisa Sidor, Linda Orcelletto.

Guests: Stephen Hamway, Wendy Kelley, Wendy Puller, Noelle Fredland, Annie Goldner, Ashley Mitchell, Rod Porsche, Dennis Oliphant, Bill Bernardy, Samuel Johnson, John Flannery, David Kingston, Wendy Kelley, Gretchen Palmer, Raul Ainardi, Belinda Liskh, Carolyn Eagan, Tom Rowley, Joey Hamilton.

Call to Order

Doug La Placa called the meeting to order at 8:04am. Introduction of guests followed.

Meeting Minutes

Jodie Barram moved to approve the minutes from the February Board Meeting. Dave Nissen seconded. The minutes were unanimously approved with no changes.

Financial Review

Doug La Placa discussed the recently completed financial review by Price, Fronk & Co. They have issued a clean review. Wes Price will be present for comments at the next meeting.

Financial Report

Doug stated that the City of Bend is currently holding back approximately \$300,000 to \$500,000 in funds accordance with the City's contract with Visit Bend. Because of this, some of the incremental marketing programs have been decreased for the remaining portion of the fiscal year.

Visit Bend is expecting to end the year with a zero net income. There are no additional variances of significance.

Tourism Industry Briefing

Room tax collections continue to show a strong upwards trend. The room tax collections report is included in the Board Packet. There may also be lagging collections not yet reflected in the report.

The Business Plan and Budget have been submitted to the Board and to BEDAB. BEDAB is currently reviewing the plan.

The Visitor Guide will be send to print by the middle of May.

The next edition Bend Ale Trail Atlas is currently in production.

Porter Co. will be in Bend next week to discuss fall media planning.

Marketing Update

Nate Wyeth stated that the spring marketing campaign has started. The Bend Ale Trail will be marketed on Pandora. TV commercials will run in the I-5 corridor.

Traffic to Visit Bend is up over 20% year-over-year. The 1.5 million visit mark has been reached. Additional metrics are listed in the Board Packet.

Visit Bend has close to 175,000 followers on Facebook. Instagram continues to grow and is being used as a vacation planning tool. Visit Bend was one of the first DMOs to start advertising on Instagram earlier this year.

The summer campaign will be restricted to Oregon.

A new destination video should be completed by June.

Public Relations and Social Media Update

Tawna Fenske discussed recent PR highlights including pieces in Range, USA Today, Where to Retire, Men's Health, The Health Medicine Network, and VacationIdeas.com.

Shares on Facebook are on the rise.

There are several writers scheduled during the new few months.

United in-flight magazine has an upcoming feature on Oregon and Bend.

There are very slightly fewer inquiries about beer, but culinary interest remains strong. Family travel is a trend.

Group Sales Updates

Hank Therien pointed out some of the key group sales updates. There are several upcoming groups listed in the Group Sales Updates included in the Board Packet.

Kevney Dugan and Hank have just returned from NASC in Michigan and had some good discussion with potential sporting event groups.

Oregon Senior Games is coming up in June. Currently there are over 450 registrants.

The Regional Sports Complex planning continues to progress.

Board Roundtable

The City of Bend has proposed to change the funding to Visit Bend. The City hosted a public meeting to discuss how to fund the estimated \$1.3 million needed for road repair during the next fiscal year.

The City is looking into the legality of reducing the 30% of the first 9% of the transient room tax to 25.2%, as was in place in 2003.

In 2003, the City of Bend adopted a code to increase the percentage allocated to tourism from 25.2% to 30% in 2009, a situation which is covered by Oregon tourism law.

Carolyn Eagan from the City of Bend discussed that street funding in Bend relies on state fuel tax, grants, and system development charges (which are restricted as far as use). There is no other local funding for streets. The funds from the state fuel tax continue to decline.

The City is reviewing all potential funding sources including transient room tax collections. Carolyn discussed the mechanics of the TRT. Approximately \$.65 of every tourism tax dollar goes to the City's general fund.

The City Council has received feedback from ORLA and Bill Smith.

Carolyn asked for feedback on how to proceed from the Board.

Ben Perle asked, with the large amount of growth of TRT, a large portion of which does go into the general fund, where the surplus has gone. Carolyn stated that this surplus has gone largely into police and fire services. Potentially in the future, more of these funds may be able to be allocated to streets, but the City does not want to lower current police funding and a rural fire funding contract is in place.

Carolyn said that surplus money from TRT funds that is coming into the general fund is being put toward roads.

Doug stated that the reduction from 30% to 25.2% would not cause a decrease in current marketing. The Visit Bend Board discussed that they were in favor of the reduced funding, as long as it was in line with state tourism law.

Jodie Barram asked if the Board would commit to continuing to fund the Bend Cultural Tourism Fund at the \$150,000 level.

Doug stated that the BCTF is funded by 7% of total City funding to Visit Bend, so a decrease in funding from the City would also lead to a decrease in the funds available to the BCTF.

Doug stated that Visit Bend would not oppose the City of Bend. Other industry stakeholders, such as ORLA, are closely monitoring the situation, and potential legal action may come from them as a separate organization.

Carolyn stated that the state law allows for use of tourism funds for tourism promotion and facilities. Current Bend City law only allows tourism funds to be used specifically tourism promotion.

Doug stated that in other areas of the state, street funding with tourism money has not been allowed. Doug also stated that funding of facilities has generally be allowed as long as it can be demonstrated that over 50% of the use is by tourists.

Ben Perle asked about Bend Parks and Recreation as a potential source of funding. Carolyn said that this has not been discussed and Bend Parks and Recreation has not been contacted.

Jodie Barram stated that street maintenance funding has been a City issue since she stared on the City Council in 2008.

Dave Nissen said the fuel tax proposal seemed rushed in the recent election. He still believes that this is a good long-term solution and should be revisited. Dave also stated that he believes the additional surplus tourism funds being withheld by the City should be given to Visit Bend, and not potentially used for other tourism groups.

Doug stated that according to Visit Bend's current contract with the City, the surplus funding would not be given to other groups, but that Visit Bend would have to present a revised budget to BEDAB to receive the funds.

Brent McLean said that discussing reducing the percentage allocated to tourism to provide a short-term solution is a dangerous position.

Carolyn stated that a first step would be for the City of Bend to change its local ordinance first, to allow use of tourism funds for facilities.

Brent McLean stated that the City of Bend should contact ORLA directly.

Carolyn said the forecasted funds for next fiscal year are higher than Visit Bend has requested in the Business Plan. She asked if Visit Bend is planning to come to BEDAB with a revised budget.

Doug said that Visit Bend submitted a plan forecasting 11% growth in TRT funds. For any increase of up and including 21%, Visit Bend would have not to request these additional funds, per the contract with the City. For increases over that, Visit Bend would have to request the funds with a revised budget.

Carolyn committed to contacting ORLA. City Council will also work on a specific proposal for funding changes which will be presented to the Visit Bend Board.

Public Comment

David Kingston asked about the rainy day fund.

Doug stated that a few months ago the Board discussed potentially creating a rainy day fund and proposal was put together and presented to the Board. Currently a rainy day fund has not been created and that the current business model is to deploy all the funds that come in. The proposal has not been presented in a formal way to the City Council. It is also not determined if the money would be held by the City or by Visit Bend.

The meeting was adjourned at 9:57 a.m.

Notes by: Valerie Warren April 19, 2016



Visit Bend Board of Directors Meeting Minutes June 21, 2016

Location: Bend Visitor Center

Present: Doug La Placa, Kevney Dugan, Valerie Warren, Hank Therien, Nate Wyeth, Tawna Fenske, Brent McLean, Michelle Mercer, Jodie Barram, Erick Trachsel, Alan Dietrich, Ben Perle, Matt Williams, Scott Greenstone, Lisa Sidor, Linda Orcelletto.

Guests: Wes Price, Bette Fraser, Raul Ainardi, Noelle Fredland, Cassondra Schindler, Stephen Hamway, Pete Alport, Dave Fox, Rod Porsche, René Mitchell.

Call to Order

Doug La Placa called the meeting to order at 8:03 a.m. Introduction of guests followed.

Fiscal Year 2015 Financial Review

Wes Price stated that Visit Bend has reached a point of financial stability that didn't exist a decade ago. Wes discussed the differences between a financial review, which Price, Fronk & Co. performs each year, and an audit. A financial review is an outside view of the work Scott Greenstone of Greenstone Financial Reporting does for Visit Bend. Many other trade organizations such as EDCO and the Bend Chamber of Commerce use the same procedure.

The most recent review report shows a clean report, indicating that the financials are in good order. Wes went through the review report included in the Board Packet, pointing out some highlights. The cash position is good; revenue continues to increase; the fact that Visit Bend has virtually no debt is positive.

Wes also commented that he would like to move up the dates of the financial review process to the October timeframe.

Wes stated that there should be a recognition of the economic driver that Visit Bend has been.

Financial Report

Scott Greenstone presented highlights from the current financials as the end of the fiscal year approaches. Total revenue is over budget by close to \$500,000. The Fiscal Year 2016 budget was built on a combination of actuals and estimates. The actual revenue from the City of Bend/TRT collections ended up being much higher than anticipated. Scott stated that there has been deliberate efforts to deploy this additional revenue and not to build up cash too high.

Sales and Marketing expenses are over budget almost to the same extent as revenue. Scott expects that Visit Bend will end the year within one percentage point of where net income was budgeted to be - which should be close to zero.

Scott noted that the biggest challenge for creating a budget for Visit Bend is to account for the fluctuations in revenue that happen throughout the year as funding levels change.

Doug stated that the City of Bend is still holding about \$600,000 in tourism funds that may be allocated to Visit Bend. Doug also said that there are no surprises in the current fiscal year financials, and that everything looks good.

Ben Perle asked if there has been any indication as to what the City of Bend will do with the additional funds they are holding. Doug stated that their intention is to make a decision at the July 21st meeting following the end of the fiscal year.

Doug covered recent numbers from the Room Tax Collections report, which is included in the Board Packet.

Visit Bend Leadership Transition Briefing

Doug went through the items that have been accomplished on transition objectives document which had been circulated to the Board. This document is also included in the Board Packet.

Marketing Update

Nate Wyeth said that the summer marketing campaign, which focuses on Oregon only, started on Memorial Day weekend. On the digital side, there is a slightly expanded market. Radio is targeting the I-5 corridor.

The next Visitor Guide is on track to be out within the next 4 weeks. The new, redesigned Bend Ale Trail Atlas should be out within the next couple of weeks.

Approximately 90% of the advertising budget for the upcoming fiscal year will be spent on non-summer months.

Website traffic continues to increase. Specific details are available in the Board Packet.

The Bend Ale Trail completions continue to increase as do app downloads.

Social media is outpacing several other destinations and engagement is high.

Kevney stated that Porter Co's initial year performance was impressive and Visit Bend looks forward to increasing work with them.

Public Relations and Social Media Update

Tawna Fenske discussed recent PR highlights including a large Oregon piece in United's inflight magazine and Where to Retire. Mountain biking and culinary appears to be trends.

Tawna has been turning down requests for media visits during the summer - except those looking to write about the off season.

Tawna showed some high-performing Facebook posts.

Group Sales Updates

Hank Therien shared some key updates of upcoming groups/events, listed in the Board Packet.

Hank stated that Visit Bend is bidding to host the NAIA Cascade Conference Championships as well as several other groups.

The third Oregon Senior Games just wrapped up. Registration numbers were up as well as out of area participants.

The consultants performing analysis for a potential regional sports facility are in town this week working with Kevney.

Board Roundtable

Matt Williams, Michelle Mercer, Brent McLean and Erick Trachsel stated that business is good and that they are busy.

Alan Dietrich is waiting on permits from the City of Bend, and business is good.

of the Tower Theatre. They have \$15,000 left to go in their fundraising campaign.

Doug stated that the Bend Cultural Tourism Fund awarded their annual grants last week, totaling around \$180,000.

Ben Perle said that the Oxford Hotel continues to be successful.

Doug finished the meeting by saying thank you to the Board and several other guests and acknowledged the photos and videography of Pete Alport.

Doug thanked Scott Greenstone for his work and contributions to the organization.

Public Comment

Cassondra Schindler thanked Doug, the Visit Bend team, and the Board of Directors for their work.

Dave Fox said that Visit Bend has helped expand the reach of Art in the High Desert.

Lisa Sidor said that Visit Bend has evolved into an art town.

Linda Orcelletto stated that visitors are grateful for the information they receive from the Visitor Center.

The meeting was adjourned at 9:07 a.m.

Notes by: Valerie Warren June 21, 2016

Visit Bend

Financial Performance Analysis For the period ended August 31, 2016

1) Operating Analysis

City Funding Revenue - IMPORTANT ACCOUNTING NOTE	Due to a change in City Funding methodology and timing, made effective for FY 2017; Jul16 City Funding Revenue was recognized on an estimated basis, and thus equaled budgeted City Funding Revenue, resulting in no variance. This was a one-time occurence for Jul16 only, due to this funding timing change. Effective Aug16 and beyond, City Funding Revenue recognized by Visit Bend will consist of the current month's budgeted revenue (i.e. Aug16 Budgeted City Funding Revenue in Aug16), plus or minus the difference between the prior month's budgeted City Funding (i.e. Jul16 in the case of Aug16 revenue recognition) and the amount due to Visit Bend from City based upon actual TRT reported to the City by lodging properties. In short, this revenue recognition methodology adhere's to the same basic methodology that has been in place since before 2010. However, previously the City was making an estimated payment based upon the City's budgeted TRT amount, plus or minus any differences between budgeted and actual TRT collections for the prior month. Effective for FY 2017, the city is waiting an extra month, until the TRT reporting for a given month is complete, and then remitting City Funding to Visit Bend based upon actual reported TRT. As such, Visit Bend's share of Jul16 TRT is will be remitted in early Sep16 (i.e. about 45 days after month end). The only alternative revenue recognition mehodology would be to hold Visit Bend's books open for about 45 days after each month end, which is deemed to be an inferior approach since it is impractical for financial reporting and financial maagement purposes. While this alternative method would provide a slightly more accuate reflection of City Funding Revenue (i.e. association of TRT month with Visit Bend's City Funding Revenue Month), it will be result in an immaterial difference for each annual budget cycle.
a) Revenue:	Aug18 Revenue was over budget by +\$154.6K (+31.7%) overall. This variance consisted of a City Funding overage of +\$146.1K (+31.9%), (due to Jul16 City Funding received of \$456.4K exceeding budget of \$310.3K), a Retail Sales underage of -\$3.2K (-17.8%), an Advertising overage of +\$6.7K (+77.9%), and an Other Revenue overage of +\$5.0K (+250.0%). Year to Date FY 2017 Revenue was over budget by +\$160.5K (+19.4%) overall. This variance consisted of a City Funding overage of +\$146.1K (+19.0%), a Retail Sales underage of -\$11.7K (-28.1%), an Advertising overage of +\$20.7K (+191.4%), and an Other Revenue overage of +\$3.0K (+75.0%).
b) Personnel Expenses:	Aug16 Personnel Expenses were over budget by +\$1.7K (+3.7%). Year to Date FY 2017 Personnel Expenses were over budget by +\$6.5K (+7.2%).
c) Sales & Marketing Expenses:	Aug16 Sales & Marketing expenses were under budget by -\$15.7K (-10.9%), primarily due to timing differences between budgeted actual expenses. Year to Date FY 2017 Sales & Marketing expenses were under budget by -\$35.5K (-11.2%), primarily due to timing differences between budgeted and actual expenses.
d) Overhead Expenses:	Aug16 Overhead expenses were over budget by +\$1.0K (+6.7%) overall, due to various small variances. Year to Date FY 2017 Overhead expenses were under budget by -\$0.3K (-0.9%) overall, primarily due to various expense categories.
e) Net Income (Loss):	Aug16 Net Income of +\$449.4K (+70.0%) was over budgeted Net Income of +\$281.8K (+57.9%) by +\$167.6K (+12.2% profitability points) primarily due to over budget Revenue. Year to Date FY 2017 Net Income of \$574.8K (58.3%) was over budgeted Net Income of +\$385.1K (+46.7%) by +\$189.7K (+11.6% - profitability points) primarily due to over budget Revenue offset by over budget Sales & Marketing expenses.
2) Cash Flow & Balance Sheet Analysis	
a) Cash Flow Summary:	in Aug16, Cash decreased by -\$166.1K to a month-end balance of \$129.6K. Year to Date FY 2017 Cash decreased by -\$194.7K to a period-end balance of \$129.6K.
b) Balance Sheet:	The Balance Sheet remained healthy as of Aug16, in terms of both "liquidity" (Current Ratio of 5.0) 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 2017 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 August 31, 2016

•		Current	Month		Year-to-Date						
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %			
Revenue	•										
City Funding - Current Year	604,667	458,592	146,075	31.9%	914,975	768,901	146,074	19.0%			
Retail Sales	14,654	17,827	(3,173)	(17.8%)	29,856	41,522	(11,666)	(28.1%)			
Advertising	15,384	8,647	6,736	77.9%	31,489	10,806	20,683	191.4%			
Event Revenue				100.0%	2,416		2,416	0.0%			
Other Revenue	7,000	2,000	5,000	250.0%	7,000	4,000	3,000	75.0%			
Total	641,704	487,066	154,638	31.7%	985,735	825,229	160,507	19.4%			
Personnel Expenses											
Base Pay	39,903	37,495	2,408	6.4%	79,843	73,748	6,095	8.3%			
Overtime	₩ '	60	(60)	(100.0%)	••	120	(120)	(100.0%)			
Incentive Pay	м	-	-	0.0%	н	ы	M	0.0%			
Payroll Taxes	3,330	2,719	611	22.5%	6,746	5,348	1,398	26.1%			
Employee Benefits	4,375	5,642	(1,267)	(22.5%)	10,437	11,283	(846)	(7.5%)			
Total	47,608	45,915	1,693	3.7%	97,026	90,499	6,527	7.2%			
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Sales & Marketing Expenses						•					
Cultural Tourism Fund	46,000	26,650	19,350	72.6%	69,923	50,573	-19,350	38.3%			
Visitor Development Fund	11,650	10,000	1,650	16.5%	29,944	12,500	17,444	139.6%			
Online Mktg	5,310	10,450	(5,140)	(49.2%)	11,920	20,900	(8,980)	(43.0%)			
Photo	1,100	1,450	(350)	(24.1%)	1,100	2,050	(950)	(46.3%)			
Print	681		681	0.0%	14,447	15,000	(553)	(3.7%)			
Production	3,975	7,500	(3,525)	(47.0%)	10,425	15,250	(4,825)	(31.6%)			
Radio	8,520	10,000	(1,480)	(14.8%)	16,684	25,000	(8,316)	(33.3%)			
Trade Shows	<u>-</u>	- '		0.0%	-	. -	-	0.0%			
TV .	17,354	30,000	(12,646)	(42.2%)	31,304	60,000	(28,696)	(47.8%)			
Collateral	8,601	7,000	1,601	22.9%	11,091	14,000	(2,909)	(20.8%)			
Postage	1,602	3,500	(1,898)	(54.2%)	2,984	7,000	(4,016)	(57.4%)			
Public Relations	490	350	140	39.9%	490	700	(210)	(30.1%)			
Promotions	9,636	15,000	(5,364)	(35.8%)	48,817	43,500	5,317	12.2%			
Research ,	5,621	600	5,021	836.9%	9,996	15,600	(5,604)	(35.9%)			
Web, Dev.	66	4,300	(4,234)	(98.5%)	66	4,750	(4,684)	(98.6%)			
Travel & Meals	13	3,200	(3,187)	(99.6%)	192	4,100	(3,908)	(95.3%)			
Retail Purchasing	7,595	13,924	(6,329)	(45.5%)	21,863	25,780	(3,917)	(15.2%)			
Total	128,215	143,924	(15,709)	(10.9%)	281,247	316,703	(35,456)	(11.2%)			
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Overhead Expenses											
Building Lease	4,590	4,446	144	3.2%	9,272	8,738	533	6.1%			
Building Maintenance	1,008	825	183	22.2%	1,833	1,650	183	11.1%			
Equipment Lease & Maint.	575	385	190	49.4%	963	770	193	25.0%			
Professional Fees	3,750	3,750	-	0.0%	8,238	7,500	738	9.8%			
Office Supplies	1,754	1,300	454	34.9%	3,843	2,600	1,243	47.8%			
Utilities	1,318	1,042	276	26.5%	2,490	2,083	407	19.5%			
Bank Fees	512、	417	96	23.0%	974	833	141	16.9%			
Dues & Subscriptions	125	625	(500)	(80.0%)	164	3,450	(3,286)	(95.3%)			
Insurance	459	575	(116)	(20.2%)	918	1,150	(232)	(20.2%)			
Licenses & Permits	_	183	(183)	(100.0%)	-	367	(367)	(100.0%)			
Education & Training	_	100	(100)	(100.0%)	_	200	(200)	(100.0%)			
Network & Telco	1,586	1,000	586	58.6%	2,269	2,000	269	13.5%			
Non-Capital IT	-,	.,		0.0%	., -,	-1		0.0%			
Depreciation & Amort.	800	800	_	0.0%	1,600	1,600		0.0%			
Interest Expense	(6)	(17)	11	(66.5%)	(11)	(33)	22	(66.5%)			
Total	16,472	15,431	1,041	6.7%	32,618	32,908	(290)	(0.9%)			
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Total Expenses	192,295	205,270	(12,976)	(6.3%)	410,891	440,110	(29,219)	(6.6%)			
- _											
Net Income	449,410	281,796	167,613	59.5%	574,845	385,119	189,726	49.3%			
Net Income %	70.0%	57.9%	12.2%		58.3%	46.7%	11.6%				

ROOM TAX COLLECTIONS

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11/01/11	675,977	674,385	315,140	110,719	112,113	199,866	153,670	119,788	148,310	105,941	190,96	345,103	675,977	3,151,973
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E	\$ 7/-	\$ 77.70	\$ 1/6.18	\$ 57.0 E	4 IN 9/6 \$	5 C 5 D \$	\$ 96-88	8 00	\$ % 10	\$ 90.00	64-7% \$	\$ %:85	8.3% \$	\$ 12.00
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	625,711	672,341	291,042	137,	103,767	188,621	118,	121,654	147,374	90,000	143,	332,197	625,711	2,971,919
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CITY OF BEND - TRT COLLECTION

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Er 13/1/	586,376	610,702	462,399	345.40	215,766	288.90	228.56	262.82	356.55	329.82	431.931	601,113	5/5/5/86	1,720,365
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(AZI/IS	543,438	534,186	395,722	280,250	178,4	228,1	183,5	205,0	260,039	273,6	358,2	446,842	543,438	,888,070
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	433,489	384,731	284,892	224,398	144,153	185,489	143,1	165,234	198,289	201,723	256,714	337,8	46.35	960,098
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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%)

FY total 47.9% 49.4% 51.8% 54.5% 63.7% 60.7% 66.5% 69.9% 62.4% 62.5% 61.4% 71.8% 77.2% 76.6% 82.0% 85.2% 티 49.7% 52.4% 54.5% 73,3% 59.5% 67.0% 66.2% 71.5% May ™ 2015/16 Bend Lodging Occupancy Rates: July 2008 - June 2016 40.7% 45.0% 46.4% 51.4% 60.3% 67.5% 61.3% 75.3% Apr ⊔ 2014/15 42.3% 37.5% 45.3% 53.4% 42.5% 62.8% 64.2% %9.99 Mar = 2013/14 41.1% 36.6% 38.0% 49.5% 59.6% 43.5% 49.0% 56.9% Feb EI 2012/13 42.1% 29.2% 32.0% 42.8% 48.9% 31.4% 35,5% 53.6% Jan ☐ 2011/12 29.2% 39.1% 44.4% 52.1% 33.5% 38.7% 48.0% 50.8% Dec ■ 2010/11 35,3% 35.1% 36.1% 38.1% 43,4% 46.1% 46.6% 51.2% <u>№</u> **E** 2009/10 49.3% 48.9% 49.1% 65.7% 51.8% 57.5% 64.7% 63.7% ö El 2008/09 69.1% 60.9% 58.8% 66.0% 74.1% 76.7% 72.9% 80.3% Sep 71.4% 69.8% 74.9% 72,2% 80.1% 87.1% 83.6% 84.8% Aug 71.4% 74.4% 75.3% 78.6% 79.7% 84,4% 86.5% 90.4% 크 ₽ 2011/12 G 2012/13 iii 2013/14 ط2014/15 EN 2008/09 El 2009/10 E 2010/11 ™ 2015/16 100% %06 80% %02 %09 50% 40% 30% 20% .10% % Lodging Occupancy Rate (%)

Occupane	PETT AVEC TO SERVICE	SCHOOL STREET		and the little designation of the	Marine and America	TOTAL PROPERTY OF THE		THE PARTY OF THE P	20.22.20.20.20.20.20.20.20.20.20.20.20.2	OVERTURA DE CARROL				
i raraineura	H. K. J. DESCRIPTION	Jul	Aug	Sep	Oct	Nov	Dec	LECTHOLOGICALISMS	Feb	Mar	Apr	May 49,7%	Jun;	FY total
2009	2008/09	71.4%	71.4%	60.9%	49.3%	35.3%	29.2%	29.2%	36.6%	37.5%	Apr 40.7%	49,7%	62.4%	47.9%
2010	2009/10	74.4%	69.8%	58.8%	48.9%	35.1%	33,5%	31.4%	38.0%	42.3%	45.0%	52.4%	62.5%	49.4%
2011	2010/11	75.3%	74,9%	66,0%	51.8%	36.1%	39,1%	32,0%	41.1%	42,5%	46.4%	54,5%	61,4%	51.8%
2012	2011/12	78.6%	72.2%	69,1%	49.1%	38.1%	38.7%	35.5%	43.5%	45.3%	51.4%	59,5%	71.8%	54,5% 60,7%
2013	2012/13	79,7%	80,1%	74,1%	57.5%	43.4%	44.4%	42.1%	49.0%	53.4%	60,3%	67,0% 66,2%	77,2% 76.6%	63,7%
2014	2013/14	84,4% 86.5%	83.6% 87.1%	76.7% 72.9%	64.7% 63.7%	46.1% 46.6%	48,0% 50,8%	42,6%	49,5% 56,9%	52,8% 64.2%	61.3% 67.5%	71.5%	82.0%	66,5%
2015 2016	2014/15 2015/16	90,4%	84,8%	80.3%	65.7%	51,2%	52,1%	53,6%	59,6%	66,6%	75.3%	73,3%	85,2%	69,8%
2010	2010/10	4.5%	-2.6%	10.2%	3.1%	9,9%	2,4%	9,6%	4.8%	3,8%	11.5%	2,6%	4.0%	
ADLUS (8												507651016		
		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun'	FY total SB9.66
2009	2008/09	\$105.81	\$104.45	\$89.77	584.91	\$77.16	\$82,18	\$80.43	\$82,43 \$80,00	\$81.30	\$82.06 \$83.69	586.51 \$86.68	\$88.86 \$95.26	. \$87,49
2010	2009/10	\$99.31	\$96,60	\$87,29	\$81.40	576,67 581,79	\$80,28 \$85,33	\$78,25 \$82.52	\$84,69	\$60,62 \$83.04	\$85.66	\$92.68	\$99.84	\$92,28
2011 2012	2010/11 2011/12	\$109,35 \$111.70	\$1,00,55 \$1,07,68	\$88.92 \$98.39	\$87.66 \$88.48	\$85,43	\$86,78	\$84,42	\$85.10	\$86.69	\$86,72	\$94.16	\$101.23	\$95,46
2012	2012/13	\$115.31	\$113,69	\$100,63	\$90.08	\$86,61	\$88,56	\$88.26	\$91,20	\$91,23	\$95.11	\$100.90	\$110,96	\$99,95
2014	2013/14	\$122.60	\$125.62	\$111.74	\$99.97	\$94,55	\$97,45	\$95.98	\$96.80	\$97,85	598.65	\$109.87	\$121.55 ⁱ	\$108.50
2015	2014/15	\$137.93	\$139,80	\$115,72	\$107.07	\$98,23	\$99,56	\$99,17	\$102,78	\$107,98	\$105.86	\$115,13	\$130.19	\$115,96
2016	2015/16	5151.10	\$147,86	\$123,41	\$114.10	\$97.57	\$100,19	\$99.44	\$101,90	\$105.15	\$110,17	\$119.19	\$141.75	\$120,95
		9.5%	5.8%	6.6%	6.8%	-0.7%	0.6%	0.3%	-0.9%	-2.6%	4.1%	3.5%	8.9%	émitodores tournousis
Reveal (S	VANUE SIGN	Jul				Nov	Deg	Jan	Feb	Mar	Арг	May	Jun.	FY total
2009	2008/09	\$75.57	Aug \$74,55	Sep \$54,65	Oct \$41.88	\$27.27	\$23,89	\$23,50	530,15	\$30,51	\$33.36	542,99	\$55.42	542,91
2010	2009/10	\$73.87	\$67.42	\$51,32	\$39.64	526.87	\$26,91	\$24,60	530.42	\$34,10	\$37.67	\$45.45	\$59,58	543.19
2011	2010/11	\$82.39	575.29	\$58,66	\$45.42	\$29.55	\$33.35	\$26,40	\$34.79	\$35,33	\$39.76	\$50,50	\$61.32	\$47.84
2012	2011/12	\$87,84	\$77,76	\$68,01	\$43,44	\$32.52	\$33,61	\$30,01	537.00	\$39,29	\$44.53	\$56,00	\$72,68	\$51.99
2013	2012/13	\$91.94	591.01	574,56	551.76	\$37.56	\$39.28	537.17	544.72	548.70	\$57.39	\$67,63	\$85.63 ¹	\$60.71
2014	2013/14	\$103.46	\$104.98	\$85,65	\$64.72	\$43.59	\$46,76	\$41.12	\$48.88	\$61,42	\$60.49	572,73	\$93.16	\$69.09
2015	2014/15	\$119,28	\$121,75	\$84.34	568.24	\$45,80	\$50.62	\$48.52	\$58.48	\$69,32	\$71.49	\$82,30	\$106.75	\$77.11
2016	2015/16	\$136.58	\$125.41	\$99.13	574.99	\$49.98	\$52.18	553.34	\$60.78	570.08 1.1%	\$82,99 16,1%	\$87.40 6.2%	\$120,82	\$84.51
ज्यांतर राज्यक		14.5%	3.0%	17.5%	9.9%	9,1%	3.1%	9.9%	3.9%				13.2%	
		July	August	September	October	November	December	January	February	March	liqA	May	June	Total Year
2009	2008/09	July 82,925	August 82,925	September 80,250	October 82,925	November 80,250	December B2,925	January 83,390	February 75,320	March 83,390	April 80,700	May 83,390	June 80,700	979,090
2009 2010	2009/10	July 82,925 83,390	August 82,925 83,390	September 80,250 80,700	October 82,925 83,390	November 80,250 80,700	December B2,925 B3,390	January 83,390 86,211	February 75,320 77,668	March 83,390 86,211	April 80,700 83,430	May 83,390 86,211	June 80,700 83,430	979,090 998,321
2009 2010 2011	2009/10 2010/11	July 82,925 83,390 86,211	August 82,925 83,390 86,211	September 80,250 80,700 83,430	October 82,925 83,390 86,211	November 80,250 80,700 83,430	December B2,925 B3,390 86,211	January 83,390 86,211 86,211	February 75,320 77,668 77,868	March 83,390 86,211 88,211	April 80,700 83,430 83,430	May 63,390 86,211 86,211	June 80,700 83,430 83,430	979,090 998,321 1,015,065
2009 2010 2011 2012	2009/10 2010/11 2011/12	July 82,925 83,390 86,211 86,211	August 82,925 83,390 86,211 86,211	September 80,250 80,700 83,430 83,430	October 82,925 83,390 86,211 86,211	November 80,250 80,700 83,430 83,430	December 82,925 83,390 86,211 86,211	January 83,390 86,211 86,211 86,211	February 75,320 77,668 77,868 77,868	March 83,390 86,211 88,211 65,963	April 80,700 83,430 83,430 83,280	May 83,390 86,211 86,211 86,056	June 80,700 83,430 83,430 83,280	979,090 998,321 1,015,065
2009 2010 2011 2012 2013	2009/10 2010/11 2011/12 2012/13	July 82,925 83,390 86,211 86,211 86,056	August 82,925 83,390 86,211 86,211 86,056	September 80,250 80,700 83,430 83,430 83,280	October 82,925 83,390 86,211 86,211 86,056	November 80,250 80,700 83,430 83,430 83,280	December B2,925 B3,390 86,211 86,211 86,056	January 83,390 86,211 86,211 86,211 86,056	February 75,320 77,668 77,868 77,868 77,728	March 83,390 86,211 88,211 85,983 86,058	April 80,700 83,430 83,430 83,280 83,280	May 63,390 86,211 86,211 86,056 86,056	June 80,700 83,430 83,430 83,280 83,280	979,090 998,321 1,015,065 1,014,362 1,013,240
2009 2010 2011 2012 2013 2014	2009/10 2010/11 2011/12 2012/13 2013/14	July 82,925 83,390 86,211 86,211 86,056 86,056	August 82,925 83,990 86,211 86,211 85,056 86,056	September 80,250 80,700 83,430 83,430 83,280 83,280	October 82,925 83,390 86,211 86,211 86,056 88,056	November 80,250 80,700 83,430 83,430 83,280 63,280	December B2,925 B3,390 86,211 86,211 86,056 B6,025	January 83,390 86,211 86,211 86,211 86,056 86,025	February 75,320 77,668 77,868 77,868 77,728 77,700	March 83,390 86,211 88,211 85,983 86,056 86,025	April 80,700 83,430 83,430 83,280 83,280 84,750	May 83,390 86,211 86,211 86,056 86,056 86,056 87,575	June 80,700 83,430 83,430 83,280 83,280 84,750	979,090 998,321 1,015,065 1,014,362 1,013,240 1,017,578
2009 2010 2011 2012 2013 2014 2015	2009/10 2010/11 2011/12 2012/13 2013/14 2014/15	July 82,925 83,390 86,211 86,211 86,056 86,056 87,575	August 82,925 83,390 86,211 86,211 86,056 86,056 87,575	September 80,250 80,700 83,430 83,430 83,280 83,280 88,170	October 82,925 83,390 86,211 86,211 86,056 86,056 91,109	November 80,250 80,700 83,430 83,430 83,280 83,280 88,170	December 82,925 83,390 86,211 86,211 86,056 86,025 91,109	January 83,390 86,211 86,211 86,211 86,056 86,025 81,109	February 75,320 77,668 77,668 77,868 77,728 77,700 82,292	March 83,390 86,211 88,211 85,983 86,056 86,025 91,109	April 80,700 83,430 83,430 83,280 83,280	May 63,390 86,211 86,211 86,056 86,056	June 80,700 83,430 83,430 83,280 83,280	979,090 998,321 1,015,065 1,014,362 1,013,240
2009 2010 2011 2012 2013 2014 2015 2016	2009/10 2010/11 2011/12 2012/13 2013/14	July 82,925 83,390 86,211 86,211 86,056 86,056	August 82,925 83,990 86,211 86,211 85,056 86,056	September 80,250 80,700 83,430 83,430 83,280 83,280	October 82,925 83,390 86,211 86,211 86,056 88,056	November 80,250 80,700 83,430 83,430 83,280 63,280	December B2,925 B3,390 86,211 86,211 86,056 B6,025	January 83,390 86,211 86,211 86,211 86,056 86,025	February 75,320 77,668 77,868 77,868 77,728 77,700	March 83,390 86,211 88,211 85,983 86,056 86,025	April 80,700 83,430 83,430 83,280 83,280 84,750 88,170 80,060	May 83,390 86,211 86,211 86,056 86,056 87,575 91,109	June 80,700 83,430 83,430 83,280 83,280 84,750 88,170	979,090 998,321 1,015,065 1,014,362 1,013,240 1,017,578 1,065,667 1,086,091
2009 2010 2011 2012 2013 2014 2015 2016	2009/10 2010/11 2011/12 2012/13 2013/14 2014/15	July 82,925 83,390 86,211 86,211 86,056 86,056 87,575 91,109	August 82,925 83,390 86,211 86,211 86,056 86,056 87,575 91,109	September 80,250 80,700 83,430 83,430 83,280 83,280 88,170 88,170	October 82,925 83,390 86,211 86,211 86,056 88,056 91,109 91,109	November 80,250 80,700 83,430 83,430 83,280 83,280 83,280 88,170 88,170	December B2,925 B3,390 86,211 86,211 86,056 B6,025 91,109 93,062	January 83,390 88,211 86,211 86,211 86,056 86,025 81,109 93,062	February 75,320 77,668 77,668 77,668 77,700 82,292 84,056	March 83,390 86,211 88,211 65,953 86,056 86,025 91,109 93,062	April 80,700 83,430 83,430 83,280 83,280 84,750 88,170 90,060	May 83,390 86,211 86,211 86,056 86,056 87,575 91,109 93,062	June 80,700 83,430 83,430 83,280 83,280 84,750 86,170 90,060	979,090 998,321 1,015,065 1,014,362 1,013,240 1,017,578 1,065,667 1,086,091
2009 2010 2011 2012 2013 2014 2015 2016	2009/10 2010/11 2011/12 2012/13 2013/14 2014/15 2015/16	2.4y 82,525 83,390 86,211 86,211 86,056 85,056 87,575 91,109	August 62,925 63,390 86,211 86,211 86,056 86,056 87,575 91,109	September 80,250 80,700 83,430 83,280 83,280 88,170 88,170	October 82,925 83,390 86,211 86,211 86,056 86,056 91,109 91,109	November 80,250 80,700 83,430 83,430 83,280 63,280 68,170 88,170	December: 82,925; 83,390 86,211 86,211 86,056 86,025 91,109 93,062	January 83,390 88,211 86,211 86,211 86,056 86,025 81,109 93,062	February 75,320 77,668 77,668 77,768 77,728 77,720 82,292 84,056	March 63,390 86,211 65,993 66,056 66,025 91,109 93,062	April	May 83,390 86,211 86,211 86,056 86,056 87,575 91,108 93,062	June - 80,700 - 80,700 - 83,430 - 83,430 - 83,280 - 83,280 - 84,750 - 90,060 - June - June - 100,000 - 100	979,090 998,321 1,015,065 1,014,362 1,013,240 1,017,578 1,085,667 1,086,091
2009 2010 2011 2012 2013 2014 2015 2016	2009/10 2010/11 2011/12 2012/13 2013/14 2014/15 2015/16		August 82,3590 86,211 86,215 86,056 86,056 87,575 91,109	September 80,250 80,700 83,430 83,430 83,280 83,280 88,170 88,170 88,170	October 82, 825 83, 890 86, 211 86, 056 85, 056 91, 109 91, 109 October 40, 864	November 80,260 80,700 83,430 83,430 83,280 63,280 68,170 88,170	December: 82,925 83,990 86,211 86,055 86,025 91,109 93,062 December: 24,267	January 83,390 86,211 86,211 86,056 86,025 81,109 93,062	February 77, 520 77, 568 77, 568 77, 568 77, 768 77, 798 82, 292 84, 056 February 27, 546	March 83,390 86,211 86,211 65,993 86,056 86,025 91,109 93,062 March 31,298	April	May 83,390 86,211 86,211 86,056 86,056 87,575 91,108 93,062	June 180,700 83,430 83,430 83,280 83,280 84,750 90,060	979,090 998,321 1,015,065 1,014,362 1,013,240 1,017,578 1,065,667 1,086,091
2009 2010 2011 2012 2013 2014 2015 2016	2008/10 2010/11 2011/12 2012/13 2013/14 2014/15 2015/16	July 82,925 83,390 86,211 86,056 88,056 87,575 91,109 July 59,230 52,031	August 62,925 83,390 86,211 85,056 86,056 87,575 91,109 August 59,189 59,197	September 80,250 80,700 83,430 83,430 83,280 83,170 88,170 88,170 88,170 48,857 47,448	October 82,825 83,890 86,211 86,211 86,056 86,056 81,109 91,109 October 40,814	November 60,250 80,700 83,430 83,430 83,280 63,280 68,170 68,170 November 28,362 26,287	December: 82,925 83,390 86,211 86,056 86,056 86,025 91,109 93,062	January 83,390 88,211 86,211 86,056 86,025 81,109 93,062 January 24,363 27,102	February 75,320 77,868 77,868 77,768 77,700 82,292 84,056 February 27,546 29,611	March 83,390 86,211 86,211 85,993 86,056 86,025 91,109 93,062 March 31,298 36,462	April April 32,810 37,648	May 83,390 86,211 86,056 86,056 86,056 87,575 91,109 93,062 May 41,438	June 80,700 83,430 83,430 83,280 83,280 84,750 86,170 90,060	979,090 998,321 1,015,065 1,014,362 1,013,240 1,017,578 1,085,667 1,086,091 Total Year 468,538 492,830
2009 2010 2011 2012 2013 2014 2015 2016 2009 2009 2010 2011	2009/10 2010/11 2011/12 2012/13 2013/14 2014/15 2015/16 2008/09 2009/10 2010/11	2,01y 82,525 83,390 86,211 86,056 85,055 87,575 91,109	August 82,925 83,390 85,211 86,016 86,016 86,056 87,575 91,109 August 59,189 58,187 54,554	September 80,250 80,700 83,430 83,430 83,280 88,170 88,170 88,170 88,170 88,170 88,170	October 82,825 83,990 86,211 86,056 91,109 91,109 91,109 October 40,804 40,811 44,668	November 80,250 80,700 83,430 83,430 83,280 84,170 88,170 88,170 88,170 80,170	December B2,925 B3,390 86,211 86,025 86,025 91,109 93,062 December 24,207 27,952 33,668	January 83,350 66,211 86,211 86,211 86,056 86,025 81,109 83,062 January 24,363 27,102 27,579	February 75,520 77,668 77,668 77,768 77,700 82,292 84,056 February 27,546 29,611 31,889	March 83,390 86,211 85,993 86,056 86,025 86,025 91,109 93,062 March 31,298 36,462 36,679	April	May 83,390 86,211 86,211 86,056 86,056 86,056 87,575 91,109 93,062	June 5,765 1,241 1,557 1,241 1,557 1,241 1,557 1,241 1,557 1,241 1,557 1,241 1,557 1,557 1,241 1,557 1	979,090 998,321 1,015,065 1,014,362 1,013,240 1,017,578 1,065,667 1,086,091
2009 2010 2011 2012 2013 2014 2015 2016	2008/10 2010/11 2011/12 2012/13 2013/14 2014/15 2015/16	July 82,925 83,390 86,211 86,056 88,056 87,575 91,109 July 59,230 52,031	August 62,925 83,390 86,211 85,056 86,056 87,575 91,109 August 59,189 59,197	September 80,250 80,700 83,430 83,430 83,280 83,170 88,170 88,170 88,170 48,857 47,448	October 82,825 83,890 86,211 86,211 86,056 86,056 81,109 91,109 October 40,814	November 60,250 80,700 83,430 83,430 83,280 63,280 68,170 68,170 November 28,362 26,287	December B2, 925 B3, 390 86, 211 86, 221 86, 125 93, 052 December 24, 207 27, 952 33, 688 33, 393	January 83,390 88,211 86,211 86,056 86,025 81,109 93,062 January 24,363 27,102	February 75,320 77,868 77,868 77,768 77,700 82,292 84,056 February 27,546 29,611	March 83,390 86,211 86,211 85,993 86,056 86,025 91,109 93,062 March 31,298 36,462	April 60,700 63,430 63,430 63,280 63,280 64,750 68,170 60,060 April 32,810 37,548 59,724	May 83,990 86,211 86,211 86,056 86,056 87,575 91,109 93,062 May 41,439 45,198 46,976 51,181	June 80,700 83,430 83,430 83,280 83,280 84,750 88,170 90,060 June 50,332 52,183 51,241 59,785 64,272	979,080 979,080 1,015,065 1,014,362 1,013,240 1,017,578 1,085,667 1,086,081 Total Year 468,538 492,830 526,238 552,407 615,437
2009 2019 2011 2011 2012 2013 2014 2015 2016 2016	2009/10 2010/11 2011/12 2012/13 2013/14 2014/15 2015/16 2008/09 2009/10 2010/11 2011/12	2.04yy 82,925 83,390 86,211 86,035 85,055 87,575 91,109 	August 82,925 83,390 86,211 86,056 86,056 86,056 87,575 91,109 August 59,197 64,554 62,258 69,881	September 80,250 80,700 83,430 83,250 83,250 83,250 84,170 84,170 85,170 86,170	October 82,825 83,990 86,211 86,056 85,056 85,056 85,056 91,109 91,109 October 40,814 40,811 44,668 42,323 49,443 55,709	Abvember 80,250 80,750 83,430 83,430 83,280 63,220 68,170 88,170 November 28,362 28,287 30,138 31,754 35,112 39,991	December B2, 225 S3, 390 86, 211 86, 135 86, 125 86, 125 91, 109 93, 162 December 24, 207 27, 952 33, 598 41, 262	January 83,580 88,211 86,211 86,056 86,025 81,109 93,062 January 24,963 27,102 27,679 30,643 36,245 36,254	February 75,520 77,568 77,868 77,768 77,728 77,7700 82,292 84,056 February 27,546 29,611 31,889 33,853 38,112 38,439	March 83,380 86,211 85,211 85,993 86,056 86,025 91,109 93,062 March 31,288 36,482 36,482 36,679 38,865 45,943 56,002	April 60,700 83,430 83,430 83,260 84,750 88,170 80,060 49,754 49,754 42,765 50,248 51,966	May 83,990 86,211 86,056 86,056 87,575 91,109 93,062 May 41,439 45,199 46,976 51,181 57,685	June 80,700 85,430 83,430 83,280 84,750 85,170 90,060 June 50,332 52,183 51,24 59,795 64,954	779,080 998,321 1,015,065 1,014,365 1,014,365 1,017,578 1,065,667 1,086,091 Total Year 468,539 492,830 526,236 552,407 615,437 647,944
2009 2010 2011 2012 2013 2014 2015 2016 2010 2010 2010 2011 2012 2013 2014 2015	2009/10 2010/ri 2011/ri 2012/ri 2012/ri 2014/ris 2015/ri6 2008/09 2009/ri0 2010/ri 2011/ri 2012/rid 20	July 82,525 83,390 86,211 86,055 85,055 87,575 91,109 59,230 62,617 72,621 75,730	August 50,100 August 50,100 August 50,100 August 50,100 August 50,100 August 50,100 August 76,576 Au	September 80,250 80,700 83,430 83,280 83,280 85,170 88,170 88,170 88,170 88,170 88,170 88,170 88,280 89,170 88,280 89,170 88,280 89,170 89,280 89,170 89,280 89,170 89,280	October 52,925 83,990 86,211 86,036 86,036 86,036 86,036 91,109 91,109 91,109 40,814 44,688 42,329 49,443 55,709 88,868	November 80,250 80,700 83,430 83,430 83,280 86,720 88,170	December: B2,925 B3,390 B6,211 B6,521 B6,211 B6,525 B7,109 B7	January 83,380 86,211 86,211 86,056 86,025 81,109 93,062 January 24,363 27,102 27,579 30,643 36,245 36,245 36,245	February 75,520 77,858 77,858 77,858 77,750 82,292 84,055 February 27,546 29,611 31,899 33,853 38,112 38,439 46,824	March 83,390 86,211 88,211 65,993 86,056 86,025 91,109 93,062 March 31,288 36,462 36,679 38,965 45,943 54,002 58,501	April 90,700 83,430 83,430 83,280 84,750 88,170 80,060 April 32,810 37,548 38,224 42,765 50,248 51,866 59,547	May	June 60,730 83,280 84,750 86,770 90,060 95,221 52,183 51,241 59,795 64,272 64,954 72,291	679,080 988,321 1,014,365 1,014,365 1,014,362 1,017,578 1,085,667 1,086,091 Total Year 466,539 492,839 492,839 492,839 526,238 552,407 615,437 647,944 708,633
2010 2011 2012 2013 2014 2015 2016 2016 2019 2010 2011 2012 2013 2014	2005/09 2010/H1 2011/H2 2012/H3 2013/H4 2014/H5 2015/H6 2005/09 2009/H0 2010/H1 2011/H2 2012/H3 2013/H4	Jely 7 82,825 83,390 86,211 86,056 86,056 87,575 91,109 July 59,200 52,031 64,956 67,800 68,617 72,621	August 82,925 83,390 86,211 86,056 86,056 86,056 87,575 91,109 August 59,197 64,554 62,258 69,881	September 80,250 80,700 83,430 83,250 83,250 83,250 84,170 84,170 85,170 86,170	October 82,825 83,990 86,211 86,056 85,056 85,056 85,056 91,109 91,109 October 40,814 40,811 44,668 42,323 49,443 55,709	Abvember 80,250 80,750 83,430 83,430 83,280 63,220 68,170 88,170 November 28,362 28,287 30,138 31,754 35,112 39,991	December B2, 225 S3, 390 86, 211 86, 135 86, 125 86, 125 91, 109 93, 162 December 24, 207 27, 952 33, 598 41, 262	January 83,580 88,211 86,211 86,056 86,025 81,109 93,062 January 24,963 27,102 27,679 30,643 36,245 36,254	February 75,520 77,568 77,868 77,768 77,728 77,7700 82,292 84,056 February 27,546 29,611 31,889 33,853 38,112 38,439	March 83,380 86,211 85,211 85,993 86,056 86,025 91,109 93,062 March 31,288 36,482 36,482 36,679 38,865 45,943 56,002	April 60,700 83,430 83,430 83,260 84,750 88,170 80,060 49,754 49,754 42,765 50,248 51,966	May 83,990 86,211 86,056 86,056 87,575 91,109 93,062 May 41,439 45,199 46,976 51,181 57,685	June 80,700 85,430 83,430 83,280 84,750 85,170 90,060 June 50,332 52,183 51,24 59,795 64,954	679,080 998,321 1,015,065 1,014,365 1,014,365 1,017,578 1,065,667 1,086,081 Total Year 468,539 492,839 526,238 552,407 615,437 647,944
2009 2010 2011 2012 2013 2014 2016 2016 2009 2010 2011 2012 2013 2014 2015 2010	2009/10 2010/ri1 2011/ri2 2012/ri3 2013/ri4 2015/ri6 2009/ri0 2010/ri1 2011/ri2 2012/ri3 2013/ri4 2014/ri5 2015/ri6	July 82,525 83,390 86,211 86,055 85,055 87,575 91,109 59,230 62,617 72,621 75,730	August 50,100 August 50,100 August 50,100 August 50,100 August 50,100 August 50,100 August 76,576 Au	September 80,250 80,700 83,430 83,280 83,280 88,170 88,170 88,170 88,170 88,170 88,170 88,550 67,671 61,703 63,837 84,284 70,828	Cotober 52,025 83,221 86,221 86,036 86,211 86,036 86,036 81,109 91,109 91,109 91,109 40,814 40,814 44,668 42,329 49,443 55,709 58,668 59,677	November 80,250 80,700 83,430 83,430 83,280 86,720 88,170	December: B2,925 B3,390 B6,211 B6,521 B6,211 B6,525 B7,109 B7	January 83,380 86,211 86,211 86,056 86,025 81,109 93,062 January 24,363 27,102 27,579 30,643 36,245 36,245 36,245	February 75,520 77,858 77,858 77,858 77,750 82,292 84,055 February 27,546 29,611 31,899 33,853 38,112 38,439 46,824	March 83,390 86,211 88,211 65,993 86,056 86,025 91,109 93,062 March 31,288 36,462 36,679 38,965 45,943 54,002 58,501	April 90,700 83,430 83,430 83,280 84,750 88,170 80,060 April 32,810 37,548 38,224 42,765 50,248 51,866 59,547	May	June 60,730 83,280 84,750 86,770 90,060 95,532 52,183 51,241 59,795 64,272 64,954 72,291	679.060 998.321 1,015.065 1,014.362 1,013.240 1,017.578 1,085,687 1,086,081 Total Year 466,538 492,830 526,238 552,407 615,437 647,944 708,639 758,881
2009 2010 2011 2012 2013 2014 2016 2016 2009 2010 2011 2012 2014 2014 2015 2016	2009/10 2010/ri 2011/ri 2011/ri 2012/ri 2013/ri 2014/ri 2015/ri 2009/ri 2010/ri 2011/ri 2012/ri 2014/ri 2014/ri 2014/ri 2014/ri 2014/ri	July 82,825 83,390 84,211 86,211 86,211 86,211 86,016 87,975 91,109 July 52,230 64,956 67,805	August 62,925 63,390 86,211 86,211 86,211 86,056 87,575 91,109 40,554 62,258 68,891 71,919 76,255 77,279	September 80,250 80,750 83,430 83,430 83,280 88,170 88,177 88,177 88,177 88,177 88,257 48,557 48,557 84,264 70,828 September 84,264 70,828 September 84,264 70,828	October 82,925 83,390 86,211 86,056 86,056 91,109 91,109 October 40,814 44,668 42,329 49,443 55,709 58,056 59,577	November 60,256 80,700 80,700 81,430 83,430 83,280 83,280 84,770 88,170 88,170 80,967 30,138 31,754 41,111 45,166 8	December 62,925 83,309 86,211 86,215 86,025 81,106 93,062 December 24,207 27,952 33,686 33,333 51,666 41,282 45,325 44,463 December 24,000 27,952 34,463 35,405 35,4	January 5,399 65,211 86,211 86,211 86,211 86,211 86,211 86,211 86,015 81,109 83,062 January 24,353 27,102 27,579 36,843 36,245 36,847 49,912 January J	February 75,520 77,585 77,785 77,790 82,292 84,056 February 25,546 33,853 36,512 38,439 46,624 50,134	March 63,390 85,211 89,211 89,211 89,931 86,053 86,025 91,109 93,062 March 31,296 38,955 43,943 54,020 March 62,022	April 60 700 83 430 83 280 83 280 83 280 84 750 80 60 60 83 43 750 85 28	May 83,390 83,291 86,211 86,056 86,056 86,056 86,056 93,062 May 41,439 45,198 46,976 51,161 57,665 57,670	June 10,700 10,7	679.060 998,321 1,014,065 1,014,362 1,017,578 1,065,667 1,086,081 1,085,667 1,086,081 1,085,667 1,086,081 1,085,681 1,085,681 1,085,681 1,085,681 1,085,681 1,085,681 1,085,681
2009 2010 2011 2011 2012 2013 2014 2016 2016 2019 2010 2011 2012 2013 2014 2015 2018 REVENUESE	2008/10 2010/11 2011/12 2012/13 2013/14 2014/15 2015/16 2008/08 2008/10 2010/11 2011/12 2012/13 2013/14 2013/16	July 87,825 83,890 86,211 86,058 85,056 87,975 91,109 32,200 64,956 67,800 66,617 75,730 82,255 32,2	August 53,390 85,211 85,055 86,056 87,575 91,109 August 58,187 64,554 62,258 63,881 74,419 76,255 77,279	Soptember 80,250 80,250 80,250 80,250 83,430 83,280 83,280 83,280 84,170 88,	Cctober 82,925 83,390 86,211 86,211 86,058 81,109 91,109 0010ber 40,804	November 80,256 80,700 81,700 83,439 83,439 83,439 83,289 84,770 88,170 86,170 86,170 87,170	December P. 2925 S. 290 86,211 86,211 86,211 86,211 86,211 86,056 85,025 91,002 93,052 December 24,207 23,656 33,393 36,165 41,252 43,263 December 51,659,214 251,000 251,00	January 83,390 85,211 85,211 85,211 85,911 85,052 81,109 85,062 31,109 27,102 27,579 30,643 36,245 36,245 44,573 49,912 January January	February 7, 588 77, 588 77, 588 77, 588 77, 588 77, 588 77, 588 77, 588 77, 589 77, 590 82,282 84,058 February 25,546 25,611 31,983 33,853 35,132 36,439 46,824 50,134 February 52,270,641	March 83,390 83,390 85,981 85,983 86,962 86,962 86,962 81,109 93,062 81,109 93,062 81,109 93,062 81,009 93,062 81,009 93,062 81,009 81,	April 60,700 81,430 82,430 83,430 83,280 84,750 85,280 84,750 80,000 87,240 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,765 50,248 84,724 84,	May 63,990 63,290 68,211 86,211 86,056 86,056 86,056 87,675 97,1109 93,062 May 41,438 45,198 46,976 51,161 57,685 57,970 65,131 68,237	June 80,700 83,430 83,430 83,430 83,240 83,240 84,750 84,170 90,060 June 50,332 52,183 51,241 59,785 64,872 291 76,785 54,772,291 June 54,772,791 54,5472,772,791 54,	679,050 998,321 1,015,065 1,014,362 1,013,240 1,017,578 1,065,667 1,085,067 1,085,067 1,085,067 1,085,067 1,085,067 1,085,067 1,085,067 1,085,067 1,085,087
2009 2010 2011 2012 2013 2014 2015 2016 2010 2011 2012 2013 2014 2018 2010 2011 2012 2013 2014 2018 2019 2019 2010	2009/0 2010/1 2011/1/2 2012/13 2013/14 2014/15 2015/16 2009/10 2010/11 2011/12 2012/14 2014/15 2015/16	July 82,825 83,890 86,211 86,055 85,056 87,975 91,109 July 59,290 62,031 64,956 67,800 68,517 72,521 72,521 73,555 82,355	August 62,925 63,390 86,211 86,211 85,056 86,056 87,575 91,109 August 54,554 52,258 88,891 71,919 76,265 77,279	Soptember 80,250 80,700 83,430 83,280 83,280 84,172 88,172 88,172 88,173 88,174 84,284 7,444 7,628 September 44,85,814 44,141,856	October 82,925 83,390 86,211 86,056 91,109 91,109 024ober 40,814 44,668 42,329 49,443 55,709 58,066 59,877	November 80,250 80,700 83,490 83,490 83,490 83,490 86,170 86,170 86,170 80,175 30,133 31,754 30,134 41,111 45,168	December 2, 275 83, 990 86, 211 86, 211 86, 058 86, 025 81, 109 91, 10	January 83,390 85,211 85,211 85,211 85,911 85,052 81,109 85,062 31,109 27,102 27,579 30,643 36,245 36,245 44,573 49,912 January January	February 75,520 77,552 77,552 77,569 77,57,77,700 82,292 84,056 February 25,546 25,354	March 83,390 85,211 86,211 85,983 86,056 86,025 91,059 36,462 36,677 38,965 45,943 54,002 58,501 62,022	April 80,700 83,483 83,483 83,483 83,483 83,483 83,483 83,280 83,280 83,280 83,280 83,700 80,700 83,	May	June 80,700 83,430 83,430 83,430 83,280 83,280 84,750 86,170 90,060 90,0	679.080 988,321 1,014,065 1,014,362 1,017,578 1,065,667 1,066,081 7061,085,687 1,066,081 7061,085,687 1,086,081 7061,497 1615,437 1647,944 708,630 758,881
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MARKETING UPDATES: SEP 2016

SUMMER SEASON ADVERTISING CAMPAIGN WRAP

- ☐ Visit Bend's summer campaign kicked off Memorial Day weekend, and continued through Labor Day weekend.
 - o **Television**: 4,566 commercials aired in PDX and Eugene, with nearly 5 million impressions (4.86million). The TV campaign was accompanied by 400,000 online impressions (pre-roll, in-stream).
 - We aired 187 commercials specifically during the Rio 2016 Olympic Games.
 - Key partners included Comcast, DirectTV, and Dish Network
 - Digital Video: Visit Bend continues to be an industry leader in the delivery of advertising. This summer, ran our video ads not only on TV, but also on Facebook, Instagram, and the Xfinity (Comcast) in-stream programming. Several million impressions have been served across our digital campaign.
 - Radio: Visit Bend's radio buy this summer targeted the Portland and I-5 DMA, airing over 600 (70 of them were added value) on-air ads. The ad rotation will be matched with an equal number of streaming ads, accompanied by clickable banner ads.
 - Print: Visitor Guide is wrapped, and will be sent off to print by week's end.
 - The Bend Ale Trail Atlas is also complete!

VISIT BEND'S SHOULDER SEASON & WINTER CAMPAIGN PLANNING

- □ Tenth Month Visit Bend's first October advertising campaign has officially kicked off and launched in the Portland DMA having a heavy digital component on Pandora (Mobile Audio, banners), Oregonlive.com (banners, homepage takeover), and OPB (banners, on-air, and promotional piece). It will be supplemented by a targeted, paid social push, accompanied by a growing Tumblr blog.
- PorterCo's recommended buy will be supplemented, in-house, by strategic, paid social campaigns on Instagram, facebook, and other networks.

WEBSITE – Year over year traffic – past 365 days:

- ☐ Traffic to www.visitbend.com was up 14.24% YOY (1,511,177 visits)
- ☐ Unique visitors up 16.52% YOY
- ☐ Pageviews are also up 8.83% year over year, surpassing the 3.68 million mark

Most Visited Pages During the Past Month

1. Events Calendar 6. Summer Fun 2. Home Page 7. Bend Ale Trail 3. What to Do 8. Where to Stay Floating the River 9. Family Fun 5. Hiking 10. Camping BEND ALE TRAIL ☐ New Bend Ale Trail Atlas is here □ Nearly 25,000 people have now completed the Bend Ale Trail. ☐ The app will also be updated, as will our Drinkable Diversions program, adding a passport option for the Drinkable Diversions on the app. We're awaiting initial approval in the Apple App Store®, currently. SOCIAL MEDIA ☐ Facebook: Visit Bend - 176,267 - Engagement and reach continues to outpace Travel Oregon, Travel Portland, and Visit California, among other DMOs. Traffic from Facebook to visitbend.com is up 164% year over year. ☐ Facebook: Bend Ale Trail 5.462 likes □ YouTube Video Views: 738,128 views. □ Vimeo Views: 8,736 views ☐ Twitter: o @VisitBendOR 10.6k followers o @BendAleTrail 2,422 followers ☐ Instagram: @visitbend 30.5K followers □ Visit Bend continues to utilize other platforms, including Pinterest and Google+ in a strategic manner to focus on SEO performance and increasing blog traffic. VISIT LIKE A LOCAL ☐ Visit Like a Local campaign has been out for about a month now The primary objective is to create and implement a sustainable and responsible tourism campaign inspiring positive behavior among Bend's visitors and locals alike when they're out enjoying Bend's abundance of recreational and cultural assets. ☐ Landing page has been built – visitbend.com/visitlikealocal and has seen nearly 2,000 visits in the past month. We'll continue to monitor for growth here, as this will be a primary metric. ☐ Visit Bend continues to explore strategic ways to involve other organizations, trade associations, and businesses who will be vital to this program's success. The initial launch, since the website has been built out, will be taking place on facebook and instagram. The upcoming visitor guide has a full-page Visit Like a Local ad in it, a CTA slider button has been added to visitbend.com, and we will be producing a series of smaller handouts specific to certain activities. A lot of other plans are on paper, but implementation must be done well to see success.



Public Relations Updates: September 20, 2016

Press coverage from recent months

In an effort to conserve paper and not distract attendees with a bunch of magazines, we're trying something different. I'll tell you about some of our recent press coverage, and if anyone has any questions or wants to see the article, email tawna@visitbend.com and I'll send a link!

AirfareWatchdog.com featured Bend in a recent article on "The 10 best outdoor towns in America." http://bit.ly/2cYF9NE . We're mentioned in a lot o
pieces like this, and one trend I've noticed recently is that beer and the Bend
Ale Trail are rarely the focus anymore. They might get mentioned, but this
piece, for example, spent 95% of its word count on SUPing, climbing, fishing,
scenic landscapes, and the arts scene at the Tower Theatre.
Bend was included in a Yahoo Finance piece on "4 ski towns to visit during
shoulder season" http://yhoo.it/2cD3Sq7
We were also featured in a Golf Advisor article headlined, "Golf that won't
break the bank" http://bit.ly/2c6rgHa
Matador Network included us in a piece on the 10 best craft beer towns in
America: http://bit.ly/2cKoqsU
We were spotlighted in a feature in National Geographic Traveler's July issue
about Bend travel.
KGW in Portland did a terrific broadcast and online piece about planning a trip
to Bend: http://bit.ly/2cD7jxk
The Alaska Airlines in-flight magazine spotlighted Bend in their August issue
(2.06 million travelers monthly).

Media pitches, upcoming coverage, and other PR initiatives

- ☐ We intentionally hosted very few media representatives over the summer, preferring to redirect requests to fall and winter season. One of our few exceptions was Heather Brown of Points North magazine. She came in August for a culinary feature on Bend that will run in October, with a cover shot devoted to Bend's dining scene (and shot by our own Nate Wyeth).

 ☐ The press release for 10th Month went out the first week in September.

(over)

Facebook highlights

Here are some examples of Facebook posts from the last couple months that capture the imagery, strategy, and messaging of our recent Facebook efforts:

- Stunning sunset and sunrise images continue to be our bread and butter. While multi-photo posts have been trending downward in terms of reach/engagement, this one had a reach of more than 304,000 people. It's also worth noting this was an in-the-moment post put up on a Sunday afternoon by weekend staff. This is a crucial part of our Facebook strategy, ensuring we have a good mix of scheduled and non-scheduled posts.
- We've been working to integrate the #VisitLikeALocal message into our Facebook posts. Clearly this post about navigating roundabouts has a lower reach, but it's an important part of our messaging to help visitors (and locals!) understand something that's a potential source of confusion.
- Another post in the same vein, but without the #VisitLikeALocal hashtag. This is a much more subtle way of accomplishing the same thing—a small reminder about not crushing wildflowers, coupled with the sort of stunning image we're already known for sharing.
- As always, we continue to share blog links on Facebook to connect the two platforms and expand our reach. Here's an example of another subtle way of lacing a safety-focused, sustainable tourism message into fun, fresh, flirty content. This came in the wake of a series of SAR missions and news about lost hikers. The post spotlights Nate's outdoorsy essentials (map, illumination, extra food, etc.) along with Tawna's lazier ones (a good book, cute slip-ons, beverages in reusable containers, tickets to something artsy).
- Of course, our chief focus continues to be stunning imagery of the Central Oregon region. Nate recently spearheaded a program to have a handful of local photographers on retainer, and to have each of them focused on a specific "assignment" like lifestyle photos or food images. This ensures a reliable stockpile of quality images, and allows us to compensate the artists for their work. Jill Rosell is one of the photographers currently shooting for us in this program, and this photo performed nicely for us in a Saturday morning slot.



Visit Bend Sales Update - 9.13.2016

Key Updates

- 1. USATF XC Nationals February 2017 600 plus Athletes
- 2. USA Triathlon Duathlon Nationals June, 17th 2017 800 athletes
- 3. USA Hop Growers Convention January 2017 500 attendees
- 4. Middle School State Basketball Tournament First 2 weekends in March. 300+ Teams
- 5. Future Farmers of America 2017 & 2018 March/April 2,000 Participants
- 6. Snowshoe Nationals March 2017 300 Athletes
- 7. Lava Lanes hosting new events 3 separate shoulder season events, 400+ bowlers
- 8. Bend Ale Run November 2016 1,500 runners expected

Key Groups/Events we are actively pursuing

- 1. NJCAA Cross Country Championships 600 athletes, November
- 2. Nike XC Northwest Regionals 600 athletes, November
- 3. USA Bouldering Nationals 1200 athletes, January
- 4. USA Wrestling Northwest Regional 700 athletes, March/April
- 5. Oregon Athletic Directors Association Annual Conference 300 ADs, April 2019
- 6. International Snow Science Workshop 900+ attendees, October, 2022
- 7. USATF XC Events 1,000 athletes, Fall/Winter
- 8. NAIA Women's Golf Nationals May 2017 400 Athletes and Family
- 9. NAIA Wrestling Nationals March 2017 & 2018 300 Athletes
- 10. American Cribbage Congress Grand Nationals 600 participants, October 2020
- 11. USAC Cyclo-Cross Nationals 1,800 Athletes, January 2019 & 2020
- 12. USA BMX Fall Grand Nationals 1,000 Athletes, October 2016
- 13. Golden Gloves Nationals May 2017 300 boxers/3000 room nights.
- 14. NW Fish Cultures Annual Conference December 2018 400 Attendees
- 15. American Tree Farm National Leadership Conference Fall 2019
- 16. Biodiversity Without Borders Conference April 2018