

AGENDA

Board of Directors Meeting

March 19, 2019 – 8:00 a.m. at the Bend Visitor Center - 750 NW Lava Road, Bend, OR, 97703

- Approval of Minutes from Previous Board Meeting
 - a. January minutes
- II. Financial Report (5 minutes)
 - a. Scott Greenstone will brief the board on FY19 YTD finances
- III. Tourism Industry Briefing (5 minutes)
 - a. Kevney will brief the board on tourism industry news
 - i. TRT through January 2019
 - ii. Lodging data through February 2019
 - iii. Business Plan presentation timeline
- IV. Proposed Mission/Vision/Values Discussion (10 Minutes)
 - a. Kevney will update the board on a proposed set of language changes to guide the organization moving forward
- V. Marketing Update (10 Minutes)
 - a. Nate & Kelli will brief the board on winter marketing efforts, website updates, social media, and other marketing related projects
- VI. Public Relations Update (5 minutes)
 - a. Tawna will update the board on PR activity
- VII. BCTF Update (5 Minutes)
 - a. Valerie will brief the board on the Bend Cultural Tourism Fund
 - b. Meeting with BCTF Executive Team and Visit Bend Board of Directors
- VIII. Group Sales Updates (5 minutes)
 - a. Kevney will brief the board on group sales activity
- IX. Board Roundtable (10 minutes)
- X. Public Comment (10 minutes)



Visit Bend Board of Directors Meeting Minutes January 22, 2019

Location: Bend Visitor Center

Present: Kevney Dugan, Valerie Warren, Nate Wyeth, Tawna Fenske, Kelli Carrow, Michelle Mercer, Paige Robinson, Erick Trachsel, Matt Williams, Brent McLean, Reese Thedford for John McLeod, Alan Dietrich, Noelle Fredland, Jason Lusk, Lisa Sidor, Scott Greenstone

Absent: None

Guests: Olivia Evers, Bobby Evers, Raul Ainardi, Carolyn Eagan, Wendy Puller, Julia Theisen, Dave Nissen

Call to Order

Chair Noelle Fredland called the meeting to order at 8:01 a.m. Introductions followed.

Meeting Minutes Approval

Matt Williams moved to approve the minutes from the most recent board meeting. Paige Robinson seconded. The minutes were unanimously approved.

Financial Report

Scott Greenstone reported on highlights from the recent financial statements, focusing on the Profit & Loss Analysis through the first half of the fiscal year. Revenue is slightly ahead of budget, by about 2%; personnel expenses are very slightly over budget; marketing is close to budget; overhead expenses are slightly under budget. Most of the categories will true up by the end of the fiscal year.

The Balance Sheet is in good shape. Right now, Visit Bend is in the point of the year when the cash position tends to be the highest

The "Rainy Day" cash reserve account has been receiving 5% each month. The balance will exceed \$100,000 as of this month.

BCTF - The fund is on track to have approximately \$190,000 - \$200,000 to grant this cycle.

Brent McLean moved to approve the financial report. Alan Dietrich seconded. The financial report was unanimously approved.

Tourism Industry Briefing

Kevney Dugan presented the most recent TRT collections. Currently, TRT is 3.1% up year-over-year. The projected increase was 2%.

According to STR reports, November was up and December was down a bit. Calendar year 2018 was up very slightly.

AirDNA showed strong months as well.

More information is available in the Board Packet.

A recent survey collected information around perceptions of tourism in the community - specifically on the value of tourism. This research will be finalized in the near future. The sample size was around 230.

The Visit Bend Staff is doing a team retreat on Friday to discuss mission and values, and share information between areas of the business.

Marketing Update

Nate Wyeth stated that Visit Bend is in the middle of the biggest media buy of the year. Some of the partners are Google, Facebook, Comcast, Hulu, Pandora.

The primary markets continue to be Portland, Seattle, and Northern California.

Nate presented highlights from a recent digital campaign that will be available in Seattle and Northern California.

Focus will be shifting to spring break and Bend Women's March.

Bend Ale Trail Month was successful. TRT collections were up over November 2017. The website saw over 100,000 visits during the month of November. This was the first year that Bend Ale Trail Month was promoted in the Bay Area. Nate also reported on data collected from surveys completed by those redeeming their passports in the Visitor Center.

The Instagram Influencer campaign continues to show strong results.

Nate showed the most recent new 30-second winter commercial in the Share Bend campaign.

The website analytics include 917,091 users over the past year. Organic search is the number one way people find the website. Because of this, SEO remains a focus. The top visited pages during the January include Winter Fun, Bend Ale Trail, Six Traditions Blog Post, Resilience Fest, Event Calendar.

Facebook continues to show a decline of post engagements. The Instagram following and engagement is growing.

Kelli Carrow presented updates on third-party platforms such as Google and TripAdvisor. Google posts are a good way to show updates of what is happening in Bend. There have already been over 800,000 views through Google's new DMO program.

TripAdvisor has made some recent changes to its destination marketing program. Nate showed the new Bend page on TripAdvisor. The new algorithm is in beta.

More information is available in the Board Packet.

Public Relations and Social Media Update

Tawna presented highlights from recent media coverage. More information is available in the Board Packet. Recent FAM trips have resulted in good media coverage.

Bend Cultural Tourism Fund Update

Valerie Warren announced that the grant applications went live as of January 11, 2019. The application will be open until April 12th. The next BCTF Commission meeting is on March 5th at 1:00 p.m. - location TBD and posted on the BCTF area of the Visit Bend website. The grant review meeting is scheduled for May 1st.

One Commission seat, the Creative Community Representative is currently open. Michelle Mercer completed her term in December 2018 and Valerie is taking over as the non-voting representative of the Visit Bend Board/Staff.

Kevney thanked Noelle and Michelle for their service on the Commission.

Group Sales Updates

Kevney is now handling the Group Sales area. The USA Climbing Bouldering Nationals are coming up in February. ESPN will be live streaming the event on ESPN 2 and 3.

The Bend Marathon will be on April 20th.

Two new gravel bike races will be happening this year.

Travel Oregon will be hosting its Outdoor Recreation Summit at the Riverhouse in May.

More information is available in the Board Packet.

Kevney will also be taking over advertising sales.

Board Roundtable

Alan Dietrich said that sprits have become a competitive environment and the recent Black Butte Whiskey release was a success.

Brent McLean said that 2018 was a great year. Brasada will see some changes including a new pool, food carts, a fire pit, and a grassy area for events. The fitness center will be remodeled. There will also be a new golf simulator for winter golfing. The resort had its best year last year - especially with groups. The real estate market is changing.

Paige Robinson stated that she is seeing companies with around 35-50 homes are selling to aggregators. Bluebird is carving out a niche. She said that the quality of inventory in the market seems to be on a decline. Bookings for summer are 5-15% higher than last summer.

Eric Trachsel hosted a Gala for Bend Habitat for Humanity last night. The spa will open on March 1st.

Reese Thedford reported that Mt. Bachelor had a strong holiday break. MLK Jr. weekend was very strong as well. Winter PrideFest is next weekend. They will be opening up more event and banquet services for summer.

Michelle Mercer is anticipating the summer season.

Matt Williams said that the STR reports showed that 2018 was flat or slightly down. There is a lot of new inventory in the area.

Noelle Fredland stated that they announced their first concert of the season, The Avett Brothers. BrewFest will also happen in August. They are investing in some ADA improvements. The retail businesses are reporting a mixed January. Boxwood Kitchen recently opened. Free Spirit has also opened next to Athleta. There is another new business coming in May.

Public Comment

Dave Nissen is continuing art and nature. They are doing a special Bend Camerata event for A Cappella festival on Sunday, February 10th.

They recently filmed with Pete Alport for their snow camping tours.

The meeting was adjourned at 9:16 a.m.

Notes by: Valerie Warren January 22, 2019

Visit Bend

Financial Performance Analysis For the period ended February 28, 2019

1) Operating Analysis

a) Revenue:	Feb19 Revenue was over budget by +\$67.5K (+44.5%) overall. This variance consisted primarily of an expected City Funding - Current Year overage of +\$46.8K (+32.2%), a Retail Sales underage of -\$1.4K (23.0%) and an Advertising overage of +\$22.1K (+237.8%). YTD FY 2019 Revenue was over budget by +\$111.0K (+4.9)% overall. This variance consisted primarily of a City Funding - Current Year overage of +\$104.9K (+5.0%), a Retail Sales underage of -\$12.6K (-11.3%) and an Advertising overage of +\$16.9K (+18.2%).
b) Personnel Expenses:	Feb19 Personnel Expenses were under budget by -\$8.1K (-15.1%). YTD FY 2019 Personnel Expenses were under budget by -\$7.2K (-1.7%).
c) Sales & Marketing Expenses:	Feb19 Sales & Marketing expenses were over budget by +\$12.5K (+7.2%), due to a combination of timing differences between budgeted actual expenses in several categories. YTD FY 2019 Sales & Marketing expenses were over budget by +\$20.0K (+1.3%), due to a combination of timing differences between budgeted actual expenses in several categories.
d) Overhead Expenses:	Feb19 Overhead expenses were under budget by -\$2.0K (-11.7%) overall, due to various variances caused by timing differences. YTD FY 2019 Overhead expenses were under budget by -\$9.8K (-6.3%) overall, due to various variances caused by timing differences.
e) Surplus (Deficit):	Feb19 Deficit of -\$27.5K (-12.5%) was over budgeted Deficit of -\$92.6K (-61.0%) by +\$65.1K (+48.5% profitability points) primarily due to over budget Revenue. YTD FY 2019 Surplus of \$243.7K (10.4%) wa over budgeted Surplus of \$135.7K (6.0%) by +\$108.0K (+4.3% profitability points) primarily due to over budget Revenue.

2) Cash Flow & Balance Sheet Analysis

a) Cash Flow Summary:	In Feb19, Cash decreased by -\$22.7K to a month-end balance of \$604.2K. YTD 2019 Cash increased be +\$448.4K to a period-end balance of \$604.2K.
b) Balance Sheet:	The Balance Sheet remained healthy as of Feb19, in terms of both "liquidity" (Current Ratio of 2.2) and "leverage" (Debt to Equity Ratio of 0.8). Visit Bend has excellent financial systems and discipline, so GFR fully expects Visit Bend to remain a financially stable organization in FY 2019 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 February 28, 2019

•		Current	Month	•		Year-to	-Date	•
•	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	192,330	145,522	46,808	32.2%	2,213,308	2,108,386	104,921	5.0%
City Funding - Prior Years	(8,775)	(8,775)	0	(0.0%)	(70,200)	(70,203)	3	(0.0%)
Retail Sales	4,521	5,874	(1,353)	(23.0%)	99,460	112,083	(12,623)	(11.3%)
Advertising	31,368	9,287	22,081	237.8%	109,835	92,939	16,897	18.2%
Event Revenue	-	-	-	100.0%	1,500	-	1,500	100.0%
Other Revenue	_	-	_	0.0%	260	-	260	0.0%
Total	219,444	151,908	67,536	44.5%	2,354,163	2,243,204	110,959	4.9%
Personnel Expenses								
Base Pay	36,173	44,112	(7,939)	(18.0%)	328,735	348,143	(19,408)	(5.6%)
Overtime	· -	· <u>-</u>	-	0.0%	171	-	171	0.0%
Incentive Pay	-	_	-	0.0%	15,024	10,200	4,824	47.3%
Payroll Taxes	3,168	3,194	(26)	(0.8%)	28,106	25,944	2,162	8.3%
Employee Benefits	6,227	6,344	(117)	(1.9%)	55,780	50,755	5,025	9.9%
Total	45,568	53,650	(8,082)	(15.1%)	427,816	435,043	(7,227)	(1.7%)
Sales & Marketing Expenses			•					
Cultural Tourism Fund	14,517	11,006	3,511	31.9%	166,733	158,864	7,870	5.0%
Visitor Development Fund	1,248		1,248	0.0%	98,155	88,500	9,655	10.9%
Online Mktg	44,402	46,925	(2,523)	(5.4%)	361,579	351,695	9,884	2.8%
Outdoor		-	-	0.0%	68,374	58,000	10,374	17.9%
Photo	600	1,200	(600)	(50.0%)	5,408	12,400	(6,992)	(56.4%)
Print	5,100	5,000	100	2.0%	22,650	35,000	(12,350)	(35.3%)
Production	8,855	4,604	4,251	92.3%	52,829	50,833	1,996	3.9%
Radio	33,595	32,375	1,220	3.8%	169,620	176,878	(7,258)	(4.1%)
Trade Shows	· <u>-</u>	· -	_	0.0%	4,250	8,500	(4,250)	(50.0%)
TV	53,845	58,803	(4,958)	(8.4%)	265,998	275,212	(9,214)	(3.3%)
Collateral	2,714	5,000	(2,286)	(45.7%)	28,485	40,000	(11,515)	(28.8%)
Brochure Distribution	145	1,158	(1,013)	(87.5%)	16,412	9,264	7,148	77.2%
Postage	2,023	2,000	23	1.1%	11,324	16,000	(4,676)	(29.2%)
Public Relations	2,000	500	1,500	300.0%	7,232	4,000	3,232	80.8%
Promotions	2,453	1,000	1,453	145.3%	55,142	49,500	5,642	11.4%
Research	1,590	-	1,590	0.0%	8,990	9,810	(820)	(8.4%)
Web. Dev.	5,000	1,800	3,200	177.8%	66,093	34,850	31,243	89.7%
Special Projects	2,000	-	2,000	0.0%	20,000	6,000	14,000	233.3%
Travel & Meals	2,740	1,500	1,240	82.7%	13,931	15,000	(1,069)	(7.1%)
Retail Purchasing	3,101	551	2,549	462.5%	94,488	117,364	(22,876)	(19.5%)
Total _	185,927	173,423	12,505	7.2%	1,537,694	1,517,670	20,024	1.3%
Overhead Expenses								
Building Lease	4,800	4,906	(106)	(2.2%)	38,100	38,938	(838)	(2.2%)
Building Maintenance	1,009	1,000	9	0.9%	9,415	8,000	1,415	17.7%
Equipment Lease & Maint.	371	385	(14)	(3.5%)	2,476	3,535	(1,059)	(30.0%)
Professional Fees	4,625	4,250	375	8.8%	46,662	40,000	6,662	16.7%
Office Supplies	684	1,000	(316)	(31.6%)	7,454	8,000	(546)	(6.8%)
Utilities	795	1,042	(247)	(23.7%)	7,430	8,333	(903)	(10.8%)
Bank Fees	270	417	(147)	(35.3%)	3,577	3,333	244	7.3%
Dues & Subscriptions	408	1,810	(1,402)	(77.4%)	9,876	23,530	(13,654)	(58.0%)
Insurance	489	575	(86)	(15.0%)	1,836	4,600	(2,764)	(60.1%)
Licenses & Permits	-	183	(183)	(100.0%)	1,415	1,467	(52)	(3.5%)
Education & Training	-	100	(100)	(100.0%)	860	800	60	7.5%
Network & Telco	1,275	1,000	275	27.5%	10,248	8,000	2,248	28.1%
Non-Capital IT	-	-	-	0.0%			-	0.0%
Depreciation & Amort.	800	800	-	0.0%	6,400	6,400	- (693)	0.0%
Interest Expense	(109)	(17)	(92)	554.5%	(816)	(133)	(682)	511.6%
Total	15,417	17,451	(2,033)	(11.7%)	144,977	154,803	(9,826)	(6.3%)
Total Expenses	246,913	244,523	2,389	1.0%	2,110,487	2,107,516	2,971	0.1%
					242 676	135,688	107,988	79.6%
Surplus (Deficit)	(27,469)	(92,616)	65,147	(70.3%)	243,676 10.4%	6.0%	4.3%	13.070
Surplus (Deficit) %	(12.5%)	(61.0%)	48.5%		10.4%	0.070	4.370	

Visit Bend
Summary of Cash Reserve Funds and Bank Accounts

For the period ended February 28, 2019 **Budget-to-Actual P&L Analysis Bend Cultural Tourism Fund**

		Current Month	Month			Year-to-Date	-Date	
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue *								
City Funding - Current Year	14,425	10,914	3,511	32.2%	165,998	158,129	7,869	5.0%
City Funding - Prior Years	(658)	(658)	0	(0.0%)	(5,265)	(5,265)	0	(0.0%)
Other Revenue	750	750	1	0.0%	6,000	6,000	1	0.0%
Total	14,517	11,006	3,511	31.9%	166,733	158,864	7,869	5.0%
Operating Expenses								
Grant Administrator: Contract & Travel	1	2,000	(2,000)	(100.0%)	9,801	16,000	(6,199)	(38.7%)
Grants Management System Subscription	i	625	(625)	(100.0%)	190	5,000	(4,810)	(96.2%)
Professional Fees	750	750	•	0.0%	6,000	6,000	1	0.0%
Marketing & Communications	t	100	(100)	(100.0%)	1,	800	(800)	(100.0%)
Meeting Expenses & Office Supplies	•	50	(50)	(100.0%)	70	400	(330)	(82.6%)
Travel Expenses	ı	83	(83)	(100.0%)	1	667	(667)	(100.0%)
Other Expenses		17	(17)	(100.0%)	ŧ	133	(133)	(100.0%)
Total	750	3,625	(2,875)	(79.3%)	16,061	29,000	(12,939)	(44.6%)
Surplus (Deficit)	13,767	7,381	6,386	86.5%	150,672	129,864	20,808	16.0%
Fund Balance - Before Grants					348,843	123,693	225,150	182.0%
Cultural Tourism Fund Grants					188,671	205,000	(16,329)	(8.0%)
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rund balance - After Grants					160,1/2	123,693	36,479	29.5%

^{*7.5%} of Total Visit Bend City Funding Revenue

No assurance is provided

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Financial Performance Summary For the period ended February 28, 2019 **Bend Cultural Tourism Fund**

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a) Revenue:	Feb19 Revenue of \$14.5K was over budget of \$11.0K by +\$3.5K (+31.9%). Year to date FY 2019 Revenue of \$166.7K was over budget of \$158.9K by +\$7.9K (+5.0%)
b) Operating Expenses	Feb19 Operating Expenses of \$0.8K were under budget of \$3.6K by -\$2.9K (-79.3%). Year to date FY 2019 Operating Expenses of \$16.1K were under budget of \$29.0K by -\$12.9K (-44.6%).
c) Cultural Tourism Fund Grants	For the FY 2018 Grants Cycle, \$205K of Grants were pledged in Jun18, and through Feb19 \$167.3K of these Grants were paid out, leaving a pledged but unpaid FY 2018 grants of \$37.7K as of Feb19.
d) Fund Balance - After Grants	As of Feb19, Fund Balance - After Grants was \$160.2K.
e) Available Funds to Grant in FY 2019	The FY 2019 Budget is for \$185K and there should be no less than a \$195K FY 2019 available to grant at end of FY 2019.

DESCHUTES COUNTY - TRT COLLECTION

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	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE	FY17/18	CHANGE	FY 18/19	CHANGE
JUL	\$ 915,363	11.8% \$		29.9%	\$ 1,271,350	6.9% \$	1,430,995	12.6%	\$ 1,514,978	5.9%	\$ 1,667,996	10.1%
AUG	\$ 906,575	23.2%	3 1,115,119	23.0%	\$ 1,169,306	4.9% \$	1,216,868	4.1% \$	\$ 1,468,425	20.7%	\$ 1,413,522	-3.7%
SEP	\$ 403,810	23.2% \$		6.6%	\$ 614,663	42.8% \$	574,496	-6.5%	\$ 529,022	-7.9%	\$ 610,968	15.5%
OCT	\$ 139,234	9.7% \$		26.0%	\$ 240,295	37.0% \$	282,936	17.7%	\$ 394,256	39.3%	\$ 364,516	-7.5%
VOV	\$ 131,451	24.3% \$		49.0%	\$ 213,017	8.7% \$	228,833	7.4%	\$ 266,930	16.6%	\$ 286,147	7.2%
DEC	\$ 319,538	26.7% \$		12.9%	\$ 396,621	10.0% \$	453,353	14.3%	\$ 421,618	-7.0%	\$ 472,507	12.1%
JAN	\$ 180,382	-0.1% \$		27.5%	\$ 278,939	21.3% \$	272,394	-2.3%	\$ 315,236	15.7%		-100.0%
FEB	\$ 155,023	0.6% \$	189,704	22.4%	\$ 255,899	34.9% \$	259,411	1.4%	\$ 277,310	6.9%		-100.0%
MAR	\$ 224,459	15.2% \$	3 276,134	23.0%	\$ 302,367	9.5% \$	354,899	17.4%	\$ 407,138	14.7%		-100.0%
APR	\$ 181,695	39.3% \$	189,582	4.3%	\$ 216,213	14.0% \$	236,091	9.2%	\$ 272,934	15.6%		-100.0%
MAY	\$ 258,725	18.0% \$	292,303	13.0%	\$ 354,123	21.1% \$	390,661	10.3%	\$ 406,280	4.0%		-100.0%
NOC	\$ 462,519	2.9% 9	625,431	35.2%	\$ 755,305	20.8% \$	683,013	-9.6%	\$ 781,871	14.5%		-100.0%
FYTD	\$ 2,815,971	19.0% \$	3,466,324	23.1%	\$ 3,905,252	12.7% \$	4,187,481	7.2%	\$ 4,595,229	9.7%	\$ 4,815,656	4.8%
FY END	FY END \$ 4,278,774	15.8% \$	5,269,481	23.2%	23.2% \$ 6,068,098	15.2% \$	6,383,950	5.2%	\$ 7,055,998	10.5%	\$ 4,815,656	-31.8%

CITY OF BEND - TRT COLLECTION

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	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE	FY17/18	CHANGE	FY18/19 C	CHANGE
JUL	\$ 586,376	7.9% \$	881,867	50.4%	\$ 1,167,521	32.4% \$	1,253,078	7.3%	\$ 1,415,547	13.0% \$	1,391,877	-1.7%
AUG	\$ 610,702	02 14.3% \$	870,733	42.6%	\$ 1,021,591	17.3% \$	1,109,525	8.6%	\$ 1,347,492	21.4% \$	1,345,481	-0.1%
SEP	\$ 462,399	99 16.8% \$	565,927	22.4%	\$ 739,451	30.7% \$	839,649	13.6%	\$ 820,801	-2.2% \$	909,113	10.8%
OCT	\$ 345,402	02 23.2% \$	440,768	27.6%	\$ 530,277	20.3% \$	664,833	25.4%	\$ 650,738	-2.1% \$	706,760	8.6%
NOV	\$ 215,766	56 20.9% \$	295,095	36.8%	\$ 357,600	21.2% \$	458,649	28.3%	\$ 426,303	-7.1% \$	478,401	12.2%
DEC	\$ 288,908	08 26.6% \$	380,893	31.8%	\$ 434,108	14.0% \$	541,672	24.8%	\$ 506,919	-6.4% \$	552,683	9.0%
JAN	\$ 228,564	54 24.3% \$	328,996	43.9%	\$ 399,620	21.5% \$	467,385	17.0%	\$ 475,959	1.8% \$	542,665	14.0%
FEB	\$ 262,821	21 28.2% \$	377,576	43.7%	\$ 428,240	13.4% \$	475,558	11.0%	\$ 499,784	5.1%		-100.0%
MAR	\$ 356,557	57 37.1% \$	492,377	38.1%	\$ 542,242	10.1% \$	686,690	26.6%	\$ 673,381	-1.9%		-100.0%
APR	\$ 329,826	26 20.5% \$	474,418	43.8%	\$ 571,271	20.4% \$	635,713	11.3%	\$ 690,587	8.6%		-100.0%
MAY	\$ 431,931	31 20.6% \$	587,528	36.0%	\$ 614,788	4.6% \$	766,845	24.7%	\$ 793,600	3.5%		-100.0%
NUL	\$ 601,113	13 34.5% \$	794,235	32.1%	\$ 887,415	11.7% \$	1,021,403	15.1%	\$ 1,041,741	2.0%		-100.0%
69	\$ 2,738,117	17 16.8% \$	3,764,280	37.5%	\$ 4,650,169	23.5% \$	5,334,790	14.7%	\$ 5,643,759	5.8% \$	5,926,980	5.0%
FY End	1 \$ 4,720,365	65 21.4% \$	6,490,413	37.5%	\$ 7,694,125	18.5% \$	8,920,998	15.9%	\$ 9,342,852	4.7% \$	5,926,980	-36.6%
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AirDNA Occupancy Report

2019	2018	2017	2016	2015		Revenue (\$)	6107	2018	2017	91.07	2015		Booked - Listing Nights	2019	2018	2017	2016	2015	The same of the sa	Supply - Listing Nights	2019	2018	2017	2016	2015	(4)	RevPAR (S)	2019	2018	2017	2016	2015		ADR (S)	2019	2018	2017	2016	2015
2018/19	2017/18	2016/17	2015/16	2014/15			2018/19	2017/78	2017/17	2015/16	2014/15	and the same	ing Nights	2018/19	2017/18	2016/17	2015/16	2014/15	-20 100	na Niahts	2018/19	2017/18	2016/17	2015/16	2014/15			2018/19	2017/18	2016/17	2015/16	2014/15			2018/19	2017/18	2016/17	2015/16	2014/15
\$3,111,351	\$2,598,264	\$1,324,039	\$399,248	AND REPORT TO PROPERTY.	July		13,074	10,460	5,935	2,356	SECONDICTION OF STREET	July		17,121	14,059	8,271	3,196		Ylul	-1.1%	\$181.73	\$184.81	\$160.08	\$124.92			4.2%	\$237.98	\$248.40	\$223.09	\$169.46			2.7%	76.4%	74.4%	71.8%	73.7%	200
\$2.885.543	\$3,190,216	\$1,233,869	\$396,152	NAMES OF PERSONS	August		12,667	11,392	5,594	2,316	THE REPORT OF THE PERSON NAMED IN	August		17,764	17,549	8,284	3,618		August	-10.6%	\$162.43	\$181.79	\$148.95	\$109.50		Alic	-18.7%	\$227.80	\$280.04	\$220.57	\$171.05		Aug	9.9%	71.3%	64.9%	67.5%	64.0%	Aug
\$1.953.991	\$1,808,993	\$1,055,421	\$245,725	THE CANADA SERVICES	September		10,039	7,842	4,898	1,503	PRINCESCO SECURE	September		15,838	14,105	8,177	3,452		September	-3.8%	\$123.37	\$128.25	\$129.07	\$71.18	000	Sen	-15.6%	\$194.64	\$230.68	\$215.48	\$163,49		Sen	14.0%	63.4%	55.6%	59.9%	43.5%	dae
\$1,452,040	\$1,190,907	\$693,260	\$237,527	\$143,995	October		8,147	6,192	3,721	1,546	1,039	October		15,792	12,222	7,401	3,834	2,422	October	-5.6%	\$91.95	\$97.44	\$93.67	\$61.95	\$59.45	Oct	-7.3%	\$178.23	\$192.33	\$186.31	\$153,64	\$138.59	Oct	1.8%	51.6%	50.7%	50.3%	40.3%	42 9%
\$1 128 686	\$1,076,129	\$614,110	.\$321,708	\$125,154	November		5,889	5,132	3,194	1,745	900	November		13,225	11,756	7,664	5,036	2,498	November	-6.8%	\$85.34	\$91.54	\$80.13	\$63.88	\$50.10	Nov	-8.6%	\$191.66	\$209.69	\$192.27	\$184.36	\$139.06	Nov	1.8%	44.5%	43.7%	41.7%	34.7%	36.0%
\$1 730 609	\$1,653,352	\$1,112,554	\$564,464	\$177,235	December		8,136	7,279	4,747	2,719	1,196	December		16,446	15,251	9,318	6,149	2,924	December	-2.9%	\$105.23	\$108.41	\$119.40	\$91.80	\$60.61	Dec	-6.4%	\$212.71	\$227.14	\$234.37	\$207.60	\$148.19	Dec	3.8%	49.5%	47.7%	50.9%	44.2%	40 9%
\$1.381.268	\$1,011.822	\$707,942	\$456,315	\$133,066	January		7,184	5,295	3,479	2,420	940	January		18,020	12,167	8,711	6,628	2,896	January	-7.8%	\$76.65	\$83.16	\$81.27	\$68.85	\$45.95		0.6%	\$192.27	\$191.09	\$203.49	\$188.56	\$141.56	lan	-8.3%	39.9%	43.5%	39.9%	36.5%	32 5%
\$1 475 114	\$1,047,406	\$698,039	\$522,431	\$122,814	February		7,555	5,506	3,468	2,709	893	February		17,173	11,506	7,416	6,262	2.344	February	-5.6%	\$85.90	\$91.03	\$94.13	\$83.43	\$52.39	E Cor	2.6%	\$195.25	\$190.23	\$201.28	\$192.85	\$137.53	Eeb	-8.1%	44.0%	47.9%	46.8%	43.3%	38 1%
\$0.000	\$1.304.046	\$915,778	\$629,381	\$178,339	March			6,716	4,586	3,184	1,242	March			12,857	9,209	6.505	2.872	March	-100.0%		\$101.43	\$99.44	\$96.75	\$62.10	No.	-100.0%		\$194.17	\$199.69	\$197.67	\$143.59	Mar	-100.0%		52.2%	49.8%	48.9%	Mar.
\$0	\$1.189.990	\$869,261	\$530.871	\$148,195	April			6,542	4,345	2,910	1,070	April			12,261	9,077	6.104	2.421	Anril	-100.0%		\$97.06	\$95.77	\$86.97	\$61.21	THE PERSON NAMED IN	-100.0%		\$181.90	\$200.06	\$182.43	\$138.50	ARY	-100.0%	a Tu	53.4%	47.9%	47.7%	AA 2%
\$000,200	\$1.536.246	\$1,038,919	\$693,544	\$192,859	May			7,618	5,060	3,419	1,262	May			14,567	11,109	8.036	3.024	Mav	-100.0%		\$105.46	\$93.45	\$86.31	\$63.78	STATE OF THE PERSON	-100.0%		\$201.66	\$205.32	\$202.85	\$152.82	May	-100.0%		52.3%	-45.5%	42.5%	41 7%
50	\$2 114 742	\$1,619,339	\$991,275	\$260,844	June			9,810	7,225	4,660	1,636	June			15,136	11,586	7.745	2.945	June	-100.0%		\$139.71	\$139.76	\$127.99	\$88.57	SECTION SANCTON	-100.0%		\$215.57	\$224.13	\$212.72	\$159.44		-100.0%	1.1540	64.8%	62.4%	60.2%	74 6%
\$ 15 118 599 88	\$ 19.722.111.69	\$ 11,882,530.91	\$ 5,988,642,65	\$ 1,482,501.40	Total Year		72,691	89,784	56,252	31,487	10,178	Total Year		131,379	163,436	106,223	66,565	24.346	Total Year		\$114.08	\$117.51	\$111.26	\$89.46	\$60.46	EV ish		\$203.82	\$213.58	\$208.84	\$185.56	\$144.36	EV 645			54.9%	53.0%	47.3%	41 8%

Hotel Industry Occupancy Report (STR)

This control This															
March Marc	The second second	void-dipolar to the control	distribution of the second	Ang	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	uil.	EV total
1. 2015/11 1. 1. 1. 1. 1. 1. 1.	2015	2014/15	Children and San	87.1%	72.9%	63.7%	46.6%	20.8%	48.9%	26.9%	.64 2%	67.5%	71 50	/00 Ca	1 10tal
2019 2019	2016	2015/16		84.8%	80.3%	65.7%	51.2%	52.1%	53.6%	29.6%	66.6%	75.3%	72.20	02.0%	%6.00
2016171 201624	2017	2016/17		86.2%	84.6%	74 1%	58 4%	76 3%	52.3%	67 19/	00.00	20.00	70.0%	65.2%	69.3%
1. 2014 11 3147 2 3143 2 3144	2018	2017/18		A5 3%	78.2%	80 3%	40.0%	62.3%	40 50/	37.1%	00.070	00.3%	12.6%	82.2%	70.9%
214416 5175 518	2019	2018/19		83.8%	%0.04 %0.09	00.00	49.970	02.37	40.07%	%1.cc	08.1%	71.4%	/3.2%	83.9%	%0.69
Strict S	2107	201013		-1.8%	99.0%	09.6%	52.3%	50.7%	48.5%	700 007					%2'99
	ADR (S)	Contract the			2.2.70	87.1.0	4.0.4	-3.1%	0.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-3.4%
2014/16 \$1517.0 \$1517.0 \$1517.0 \$150.0				Arre	Son	100	Max	Dod .			THE REAL PROPERTY.				
2017 2018 2017 2018	2000	2044145	F. C. P. P.	00 00 m	de0	130	AON	Dec	Jan	Led	Mar	Apr	May	Jun	FY total
1. 2017/15 5115-51 5115-51 5115-51 5110-15 5100-15 5110-15	6102	2014/15		\$139.80	\$115.72	\$107.07	\$98.23	\$39.56	\$99.17	\$102.78	\$107.96	\$105.86	\$115.13	\$130.19	\$115.96
2	2016	2015/16		\$147.86	\$123.41	\$111.16	\$97.57	\$100.19	\$99.44	\$101.90	\$105.15	\$110.17	\$119.19	\$138.92	\$120.50
S 2017/18 S 517.58 S 512.524 S 510.18 S	2017	2016/17	NO MARKET	\$155.43	\$128.30	\$114.92	\$102.54	\$103.39	\$99,38	\$103.70	\$110.77	\$108.96	\$123.50	\$146.29	\$125.00 100.000
2	2018	2017/18		\$175.86	\$129.24	\$113.94	\$101.84	\$101.18	\$96.47	\$101.97	\$110.62	\$115.30	\$125.24	6151 20	6120.01
1.00 1.00	2019	2018/19		\$167.87	\$130.20	\$115.54	\$100 95	\$100.21	\$100 33		1	2	F7:07:0	67.10.0	\$153.00 0.00
String S				4 5%	0.7%	1 4%	00.00	4 0%	4 00.33	100 007	700 007	700.00			\$132.13
Strict	SovDAB /	WORKSHIPPING			S. T. Ya	0/ 4.1	0/6:0-	-1.0%	4.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	2.1%
1. 2014/15 5136.58 512.175 588.34 588.34 580.04 58	200 000		TOTAL PROPERTY OF THE PARTY OF		STATES OF THE STATES		The state of the s				日本の 一大田の日 日本	思うながらは			
1.5 2014/15 5119.25 517.24 580.34 560.54 540.50 550.64 550.24 560.75 570.08 580.29 587.49 587.29 587.49 58				Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY total
2015/16 518.56 512.54 589.13 574.39 582.13 589.29 582.13 589.29 582.13 589.29 589.29 581.26 580.10 576.21 576.25 570.08 582.23 571.26 571.20	2015	2014/15		\$121.75	\$84.34	\$68.24	\$45.80	\$50.62	\$48.52	\$58.48	\$69.32	\$71.49	\$82.30	\$106.75	\$77.11
2017/14 5145.27 5190.06 510.06 1 582.51 550.89 558.89 559.8	2016	2015/16		\$125.41	\$99.13	\$74.99	\$49.98	\$52.18	\$53.34	\$60.78	\$70.08	\$82.99	\$87.40	\$112.64	\$83.46
2014/16 \$160-15 \$100-06 \$101-08 \$50.04 \$50.0	2017	2016/17		\$133.95	\$108.61	\$82.51	\$59.89	\$58.23	\$51.98	\$59.26	\$74.02	\$72.22	\$89.66	\$120.27	889 20
19 2018 19 5142.36 5140.67 5104.16 580.59 552.79 550.83 548.69 540.67 5100.0% 5100	2018	2017/18		\$150.06	\$101.08	\$78.96	\$50.81	\$52.91	\$46.80	\$56.23	\$77.05	\$82.37	\$91.62	\$126.27	889 20
100.0% 100.0%	2019	2018/19		\$140.67	\$104.16	\$80.59	\$52.79	\$50.83	\$48.69	1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -		N. S. S. S.	50 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	2	\$88.12
Strict S	1.5	THE PARTY OF THE P	-5.2%	-6.3%	3.0%	2.1%	3.9%	-3.9%	4.0%	-100.0%	-100.0%	-100.0%	-100 0%	-100 0%	1 3%
July August September October November October January February March April May June Total July September October	Supply									建筑工业业	The second second second	THE REAL PROPERTY OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COL			
201415 87.575 87.575 88.170 91,109 98.170 91,109 91,109 91,109 91,109 91,109 91,109 91,109 91,109 91,109 91,109 91,109 91,109 91,109 91,109 91,109 98,170 91,006 93,006<			July	August	September	October	November	December	January	February	March	April	May	auni.	Total Vaar
2015/16 91,109 91,109 98,170 93,062 93,062 94,056 93,062 90,060 93,062 90,060 93,062 90,060 93,062 90,060 93,062 90,060 93,062 90,060 93,062 90,060 93,062 90,060 90,060 90,060 90,060 90,060 90,060 90,060 90,060 90,060 90,060 90,060 90,060 90,060 90,060 90,060 100 90,060 100 100 90,060 100 100 90,060 100 90,060 100 100 90,060 100 100 90,060 100 100 90,060 100 100 90,060 100 <	2015	2014/15		87,575	88,170	91,109	88,170	91,109	91,109	82,292	91.109	88.170	91.109	88 170	1 065 667
2017/18 86,095 86,790 86,397 86,397 76,860 86,397 86,397 86,790 86,700 1,00 2017/18 89,683 89,683 89,683 89,683 89,683 89,674 89,714 90,390 1,00 2017/18 89,683 89,683 89,6730 99,403 99,540 99,689 96,889 96,889 100,0% -100,0%	2016	2015/16		91,109	88,170	91,109	88,170	93,062	93,062	84,056	93,062	090.060	93.062	90 060	1 086 091
2017/18 89,683 89,683 86,820 89,745 89,745 78,936 89,714 86,820 89,745 78,936 89,714 86,820 99,3403 96,889 96,889 96,889 100.0% -100.0%	2017	2016/17		85,870	83,070	86,397	83,610	766,387	86,397	76,860	86,397	86.790	86.397	86 790	1 020 070
2018/19 93,403 93,403 93,403 93,403 93,403 96,689 96,689 96,689 96,689 96,689 96,689 96,689 96,689 96,689 96,689 96,689 96,689 96,689 96,689 96,689 96,890 93,403 93,403 93,403 93,403 96,890 77% 77% 77% 77% 77% 77% 700.0% -100.0% <th< td=""><td>2018</td><td>2017/18</td><td></td><td>89,683</td><td>86,790</td><td>89'683</td><td>86,820</td><td>89,745</td><td>89,745</td><td>78.936</td><td>89.714</td><td>86.820</td><td>89 714</td><td>90 390</td><td>1 057 723</td></th<>	2018	2017/18		89,683	86,790	89'683	86,820	89,745	89,745	78.936	89.714	86.820	89 714	90 390	1 057 723
4.1% 4.1% 4.1% 7.7% 7.7% 7.7% -100.0%	2019	2018/19	Magazin	93,403	90,390	93,403	93,540	689'96	96,689			100			657,517
July August September October November December January February March April May June Tot. 201 2014/15 75,730 76,265 64,646 58,068 41,573 46,824 58,501 59,547 65,131 72,291 77,229 2015/16 82,355 77,279 70,828 59,877 48,700 48,624 49,516 67,732 57,526 65,107 71,427 77,429 2015/17 77,899 76,254 70,342 65,161 48,634 65,202 67,626 65,631 75,838 2016/17 77,899 76,264 72,314 48,938 44,581 62,489 62,026 65,631 75,838 2016/17 77,899 76,526 48,700 48,624 46,923 44,581 62,489 62,026 65,631 75,838 2018/19 76,526 48,634 49,914 50,000 46,637 70,00 46,637 70,00 46,637 70,00	All American		4.1%	4.1%	4.1%	4.1%	7.7%	7.7%	7.7%	-100.0%	-100.0%	-100.0%	-100 0%	-100 0%	37 Pe
July August September October November December January February March April May June 2014/15 75,730 76,265 64,264 58,068 41,111 46,325 44,573 46,824 58,501 59,547 65,131 72,291 2015/16 82,355 77,279 70,828 59,877 45,168 48,463 50,134 62,022 67,841 68,237 70,142 2017/18 78,246 77,829 48,700 48,624 46,923 67,732 67,826 65,107 71,357 2017/18 78,141 76,525 62,152 48,918 46,923 44,696 67,732 67,826 65,631 75,838 2018/19 77,899 48,700 46,933 43,566 44,691 62,489 62,026 65,631 76,838 2018/19 77,899 6.5,64 48,918 46,923 43,649 62,489 62,026 65,610 70,00% 1.6%	Demand					THE RESERVE OF THE PARTY OF THE				Same of the same	AND THE STREET, STREET			0.00	57.078
2014/15 75,730 76,265 64,264 58,068 41,111 46,325 44,573 46,824 58,501 59,547 65,131 72,291 2015/16 82,355 77,279 70,828 59,877 45,168 48,463 49,912 50,134 62,022 67,841 68,237 70,142 2016/17 77,279 70,828 59,877 48,168 48,624 44,596 57,732 67,526 65,107 77,839 2017/18 79,141 76,255 67,834 62,026 65,107 77,838 2018/19 77,899 78,264 72,314 65,151 48,918 46,923 44,681 62,026 67,849 62,026 65,631 75,838 2018/19 77,899 78,264 72,314 65,151 48,918 45,58 7.8 46,923 44,681 62,026 65,631 75,838 2018/19 77,899 87,355,62 48,918 54,420,131 54,420,131 54,420,131 54,420,141 54,420,141		10	July	August	September	October	November	December	January	February	March	April	May	ouril	Total Vaar
2015/16 82,355 77,279 70,828 59,877 45,168 48,463 49,912 50,134 62,022 67,841 68,237 70,142 2016/17 74,885 74,004 70,342 63,999 48,700 48,624 46,933 44,596 57,732 67,826 65,107 71,357 2017/18 79,141 76,526 67,883 62,152 48,798 44,596 57,732 67,826 65,617 71,357 2018/19 76,264 72,344 65,167 48,918 46,933 44,586 57,732 67,826 65,617 71,357 2018/19 76,264 72,344 65,167 48,918 46,923 44,681 62,026 65,617 71,357 2018/19 76,264 72,344 65,167 72,344 46,933 44,681 62,026 65,617 71,357 2018/16 \$10,445,675 \$10,645,675 \$10,645,675 \$10,661,996 \$7,436,602 \$4,611,935 \$4,420,191 \$4,812,662 \$6,201,41	2015	2014/15		76,265	64,264	58,068	41,111	46,325	44,573	46.824	58.501	59 547	65 131	72 201	708 630
2016/17 74,885 74,004 70,342 63,999 48,700 48,624 46,378 44,596 57,732 57,526 65,107 71,357 2018/19 78,264 72,314 65,151 48,918 46,933 43,536 44,681 62,489 62,026 65,631 75,836 2018/19 77,899 78,264 72,314 65,151 48,918 46,933 44,586 62,489 62,026 65,631 75,836 2018/19 77,899 78,264 72,314 65,167 48,918 46,923 44,586 62,026 65,631 75,836 2018/19 77,899 78,264 72,314 46,938 44,58 7.8% 7.00.0% -100.0%	2016	2015/16		77,279	70,828	59,877	45,168	48,463	49.912	50.134	62,022	67 841	68 237	70 142	752.258
2017/18 79,141 76,525 67,883 62,152 43,319 46,933 43,536 44,681 62,489 62,026 65,631 75,838 2018/19 77,899 78,264 72,314 65,151 48,918 4,5% 7.8% -100.0% -1	2017	2016/17		74,004	70,342	63,999	48.700	48.624	46.378	44 596	57 732	57 526	65 107	71 357	722,250
2018/19 77,899 78,264 72,314 65,151 48,918 4,5% 7.8% -100.0% </td <td>2018</td> <td>2017/18</td> <td></td> <td>76,525</td> <td>67,883</td> <td>62.152</td> <td>43.319</td> <td>46.933</td> <td>43 536</td> <td>44 681</td> <td>62 489</td> <td>62 026</td> <td>65 631</td> <td>75,77</td> <td>720,454</td>	2018	2017/18		76,525	67,883	62.152	43.319	46.933	43 536	44 681	62 489	62 026	65 631	75,77	720,454
-1.6% 2.3% 6.5% 4.8% 12.9% 4.5% 7.8% -100.0% -	2019	2018/19		78,264	72,314	65,151	48.918	49 044	46 923		201120	04,040	50,50	0000	400,134
July August September October November December January February March April May June 2014/15 \$10,445,675 \$10,661,996 \$7,436,502 \$6,217,393 \$4,611,935 \$4,420,191 \$4,812,662 \$6,315,786 \$6,303,611 \$7,498,569 \$9,411,753 8 2015/16 \$12,443,859 \$11,426,377 \$8,740,665 \$6,831,969 \$4,406,885 \$4,465,692 \$4,961,220 \$4,624,774 \$6,395,115 \$7,473,980 \$8,133,254 \$9,744,142 9 2016/17 \$12,361,999 \$11,602,123 \$9,025,094 \$7,399,526 \$4,411,642 \$4,748,810 \$4,199,846 \$4,566,204 \$6,912,239 \$7,151,625 \$8,219,589 \$11,467,429 \$2018/19 \$13,465,725 \$13,138,564 \$9,415,625 \$4,416,845 \$4,706,84 \$10,448,810 \$4,707,933 \$7,151,625 \$8,219,589 \$11,467,429 \$2018/19 \$13,465,728 \$13,138,564 \$9,415,625 \$4,416,845 \$4,707,933 \$4,914,861 \$4,707,933 \$7,151,625 \$8,219,589 \$11,467,429 \$2018/19 \$13,467,729 \$4,106,845 \$1,106,845			-1.6%	2.3%	6.5%		12.9%	4.5%	7.8%	-100 0%	-100 0%	100 0%	100 00/	700 00	430,313
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WHAT GUIDES VISIT BEND

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initiatives promote the area with a focus on community, sustainability, and respect for Bend's natural resources and way of life encouraging them to connect with our rich culture and diverse local businesses. Visit Bend's strategic, creative, and thoughtful As a primary caretaker of Bend's brand, Visit Bend is dedicated to enhancing Bend's economy by attracting visitors and

OCU NO PRINCE TIMES

Economic development: We responsibly promote tourism to help local businesses flourish, generate tax revenue for the city, and enhance the city's year-round livability for guests and residents alike.

Brand development: We establish and support a brand reflective of Bend's values, maintaining the vision of our community for both visitors and locals.

Stewardship: We acknowledge, maintain, and partner with non-profits and land managers to ensure a responsible and sustainable vision for our wild places

To become the most effective, respected, responsive, and conscientious DMO in the United States.

S I III

We will be respectful & compassionate to our community and our wild places Our actions enhance the quality of life for visitors and residents alike We strive to be courageous, creative, and innovative in all we do We are committed to the highest level of fiscal responsibility We operate with honesty & integrity at all times



MARKETING UPDATES: MAR 2019

Winter Media Buy

- There is about one month left in Visit Bend's winter media buy, all creative is transitioning to more of a spring message.
 - Primary digital partners include Google, Facebook, Sojern, Comcast, Hulu, Spotify, Pandora, and SF Gate.
 - Terrestrial Radio Partners include OPB, KEXP, KQED, KUOW, and several Entercom stations.
 - Broadcast TV partners include KNTV, KATU, KGW, KPTV, KOIN, and KOMO. Cable partner is Comcast.
 - Geographically, the campaign targets PDX, SEA, and SFO DMAs.
- A full recap presentation of this year's buy will be presented at the May board meeting.

Spring Break Campaign (Family):

- Digital campaign (supplemented by our Share Bend Spring TV commercial on TV channels):
 - o Run dates: 3/4-3/29 (Oregon and California) 3/4-4/5 (Washington)
 - o Platform: Facebook and Instagram and Facebook ad network
 - o Audience: Parents 28-54 with children ages 6-18
 - Targeting categories (mutually exclusive): REI, alpine skiing, Nordic skiing, camping, snowshoeing, snowboarding, outdoors, breweries
 - Markets: Portland DMA and I-5 corridor, San Francisco DMA, and Seattle DMA
 - o Potential reach: 320,000

Bend Women's March Campaign

- This year's Bend Women's March campaign was implemented through social and included Facebook ads, a heavy influencer campaign, and supplemental social posts across FB, IG, Posts with Google, blog posts, Pinterest, and Tripadvisor.
 - The Facebook ad campaign ran from Feb 25 through Mar 17, reach 126,952 people through 325,000 impressions, driving 1,956 landing page visits to BendWomensMarch.com.
 - Four different influencers were hired this year to represent various events and aspects of Bend Women's March to have a more targeted and effective reach. Awareness and event registration were goals here.

 A freelance videographer was hired this year and is spending the month to create one longer length, and several shorter length videos for assets in coming years.

Website

- High-level website analytics (past 365 days):
 - Total visits: 1,342,288 // Total users: 923,742 // Pageviews: 3,054,862 // New Users: 925,720
 - o Geo: PDX (27.21%), BND (18.26%), SEA (12.15%), SFO (9.09%)
 - o Top visited pages last month:
 - Winter Fun
 - Home
 - Events
 - Things to Do
 - Where to Stay
 - Food + Drink
 - Bend Ale Trail

- Winter Getaway (Contest)
- Bend Marathon
- 8 Winter Hikes (Blog post)
- Bend Women's March
- Work has begun on a re-skin of visitbend.com in order to provide the best possible user experience in the DMO world.

Email Marketing

February's consumer email newsletter saw a 21.05% (unique) open rate with a 10.85% clickthru rate. The email highlighted several Bend Women's Marchrelated events and articles, and included a Bend Pledge call to action.

Social Media (Past six months)

- **Facebook:** 17.5 million impressions, 130,107 post engagements, 66.1k link clicks to visitbend.com.
- Instagram: 1.15 million impressions, 49,340 followers, 68.8k engagements.



MARKETING UPDATES - PART 2: MAR 2019

SOCIAL MEDIA (since January 15, 2019)

- Facebook:
 - Messaging: Focus on increasing engagement with video, scenic imagery, giveaways
 - Top performing posts: Instagram roundup (series of 4, in-real-time scenic images), user generated content (photographer partnerships)
- Instagram
 - o Messaging: Focus on high quality, in-real time imagery
- Blog Posts most viewed:
 - o 10 Things You Must Do On A Bend Vacation (April 2016)
 - o 15 Spots For Great Brunch In Bend (March 2019)
 - o 8 Inspiring Winter Hikes in Central Oregon (January 2019)
 - o Tawna's Roundup of Top Bend Events for 2019 (January 2019)

TRIPADVISOR

- DMO Page:
 - Starting to see an up-tick in engagement and views (consistent with time of year)
 - Will be switching over to spring content by the end of March
- Profile Page:
 - TA is still in testing stages for new platform, continually making updates based on feedback, and changes are still being rolled out (TBD)
 - Increase posting strategy to hopefully garner increase in engagement and views

GOOGLE DMO PROGRAM

- Since October, Bend has seen over 1.32m views on 70 posts
- Posts can live up to 14 days on Google
- Strategy:
 - o Consistency is key
 - Post relevant, in-real-time content (i.e. blogs, seasonal articles, events)
- Top performing posts: articles tend to have a much higher reach and engagement rate



Public Relations Updates: March 19, 2019

Press coverage from recent months:

- We were extremely pleased with the coverage we got from travel influencers
 Rachel and Brittany, who visited in January to write about the ultimate girls'
 weekend in Bend. Rachel's post is here: http://bit.ly/206BZ99 and Brittany's is
 here: http://bit.ly/2T5TPdh. Rachel's Instagram stories post alone got more
 than 18,000 views, and engagement is still high several weeks later.
- We also hosted Jessica Kay of Passion and a Passport (thank you to our friends at LOGE Entrada for her lodging). Her coverage provided some great spotlights for winter travel to Bend: http://bit.ly/202V3oT
- The Matador Network did a terrific piece on fun things to do in Bend for all four seasons: http://bit.ly/2JcXxlN
- Cosmopolitan included Bend in a roundup of 15 trips every woman should take with her friends: http://bit.ly/2XXjwjY
- While its impact on tourism is questionable, we got tons of national and even international coverage about having the last Blockbuster in the world.
- Adventure Sports Network named Bend one of the five best cold-weather spring break destinations: http://bit.ly/2JcYhaz
- Backpacker included Tumalo Mountain (and Bend) in their roundup of the 15 best backcountry ski zones for beginners: http://bit.ly/2TI9009
 MSN Travel spotlighted Mt. Bachelor and Bend in their piece featuring the best ski resorts in the United States (specifically calling out The Oxford, Deschutes Brewery and Crux): http://bit.ly/2T6CqRU
- Swirled included Bend in a recent piece on 4 underrated ski towns in the US: http://bit.ly/2Hiusnj
- Ciao Bambino did a nice piece on winter fun for families in Bend: http://bit.ly/2T7qkYG

Upcoming coverage and other PR initiatives

- Last week, we hosted Dino Vournas who was here on assignment for Bay Area News and several other media outlets. He split his stay between Lucas House and LOGE Entrada, and spent time exploring with Wanderlust Tours and the Bend Brew Bus as well as skiing at Mt. Bachelor.
- Tracy Beard (a journalist on assignment for Wander with Wonder, an online publication with more than 300k visitors per month) will visit Bend in early-April. She's be snowshoeing with Wanderlust and checking out everything else the city has to offer.



Group Sales Update

Key Updates

- 1. 2019 USA Climbing Bouldering National Championships February 1-3 & 8-10 2019. 750+ participants plus families and support staff.
- 2. Bend Marathon April 20, 2019
- 3. Cascade Gravel Grinder Bike Race April 26-28, 2019
- 4. Rotary District 5100 400 Attendees
- 5. Travel Oregon Outdoor Recreation Summit May 13 & 14, 2019
- 6. Triple Crown Sports Baseball Tournament May 25-27, 2019
- 7. Oregon Trail Gravel Grinder Bike Race June 19-23, 2019

Key Groups/Events we are actively pursuing

- 1. USA Track & Field Club Cross-Country Nationals December 2020, 1,300 athletes
- 2. Chef Cycle June 2020, 300 participants
- 3. USA Cycling Cyclocross National Championships December 2022, 1,500 athletes
- 4. American Cribbage Congress Grand Nationals October 2020, 600 participants
- 5. USA BMX Fall Grand Nationals October 2021, 1,000 Athletes