

## A G E N D A Board of Directors Meeting

November 19, 2019 – 8:00 a.m. at the Oxford Hotel, 10 NW Minnesota Avenue, Bend, OR 97703

- I. Approval of Minutes from Previous Board Meeting
  - a. September minutes
- II. Annual Financial Review (10 Minutes)
  - a. Wes Price from Price/Fronk Co. will present Visit Bend's FY19 financial annual review
- III. Financial Report (10 minutes)
  - a. Scott Greenstone will brief the board on FY20 YTD finances
- IV. Tourism Industry Briefing (10 minutes)
  - a. Kevney will brief the board on tourism industry news
    - i. TRT through September 2019
    - ii. Lodging data through October 2019
    - iii. Board Member Recruitment
- V. BCTF (10 Minutes)
  - a. Valerie and Kevney will provide an update on BCTF activity
- VI. Marketing Update (10 Minutes)
  - a. Nate & Laurel will brief the board on shoulder season and winter marketing efforts, website updates, social media, and other marketing related projects
- VII. Public Relations Update (5 minutes)
  - a. Tawna will update the board on PR activity
- VIII. Group Sales Updates (5 minutes)
  - a. Bouldering Nationals
  - b. Cyclocross Nationals
  - c. Little League Regionals
- IX. Board Roundtable (10 minutes)
- X. Public Comment (10 minutes)



## Visit Bend Board of Directors Meeting Minutes September 17, 2019

Location: Bend Visitor Center

**Present:** Kevney Dugan, Valerie Warren, Tawna Fenske, Kelli Carrow, Laurel Hunter, Noelle Fredland, Michelle Mercer, Matt Williams, Alan Dietrich, Erick Trachsel, Reese Thedford for John McLeod, Kelli Neumann, Scott Greenstone

**Guests:** Troy Kerr, McKenzie Ballard, Julia Theisen, Olivia Evers, Bobby Evers, Eric Rock, Stephanie McNeil, Raul Ainardi, Hank Therien

## Call to Order

Chair Noelle Fredland called the meeting to order at 8:04 a.m. Introductions followed.

## **Approval of Meeting Minutes**

Matt Williams moved that the May meeting minutes be approved. Alan Dietrich seconded. The minutes were unanimously approved.

## **Financial Report**

Scott Greenstone discussed highlights from the most recent financial reports. Revenue is over budget due to transient room tax collections being over budget. The reason for the overage is that actual TRT collections have exceeded budget, and TRT collections from prior periods were remitted late. Scott also provided an additional analysis to show how timing differences are affecting collections.

As far as budget-to-actual expenses, everything is running close to budget except for a few categories where there are some timing differences.

Scott also discussed the "rainy day" reserve fund, which is now \$213,445.

The BCTF financials reflect the additional revenue as well as that the initial 75% payments have been paid out to all the grant recipients.

Price Fronk & Co. will begin working on the financial review shortly and will present at the November Board Meeting.

## **Tourism Industry Briefing**

Kevney Dugan stated that July was a strong month. Kevney presented the TRT collections and a breakdown of collections by property type that is provided by the City of Bend. Occupancy data was also discussed. More information is available in the Board Packet.

The City of Bend will be conducting a vacation rental audit in November.

Visit Bend is seeking two new board members. Everyone currently on the board can serve another term. Kevney stated that a press release seeking new board members will be sent out tomorrow.

The Three Sisters Inn and Suites has been purchased by the owner of the Jupiter Hotel in Portland. There will be renovations and updates going on throughout the winter.

## **BCTF**

Valerie Warren stated that the BCTF executive committee will be meeting tomorrow to discuss feedback from the board and the upcoming grant cycle. The next regular meeting of the BCTF commission will be held in late October or early November.

## Marketing Update

Kevney introduced Laurel Hunter, Visit Bend's new Marketing Director.

Kelli Carrow gave a recap of the summer media buy. The buy was approximately the same as last year - \$55,000 in the Portland market. More detail was purchased in comparison with prior years. The summer e-newsletter campaign performed well.

Laurel Hunter presented website performance metrics. Outbound clicks to partners have increased. Visits are up 13.52%, visitors are up 13.89%, and page views are up 5.76%.

Troy Kerr of DVA presented the plan for the upcoming winter media buy. More digital placement, as well as podcast advertising, will be included. TRT as well as web traffic growth demonstrated success for last year's campaign. The 19-20 media strategy seeks to reinforce the Bend brand leading into key winter travel months. Visit Bend also works with, and attempts to avoid redundancy, with key partners such as Visit Central Oregon and Mt. Bachelor. The markets will remain similar as prior years - Portland, Seattle, and San Francisco.

The podcast partners are Outside In and For the Wild.

More information is available in the Board Packet.

## **Public Relations Update**

Tawna Fenske said that there were several journalists Visit Bend hosted during the summer months. She also presented highlights of recent press coverage.

More information is available in the Board Packet.

## **Group Sales Updates**

Kevney reported that Visit Bend is currently bidding on USA Cycling Cyclocross Nationals. The bid is due October 1<sup>st</sup>. This would be for the December 2021 event. Bouldering Nationals is returning in 2020.

Kevney stated that Visit Bend is interested in pursuing incentive travel.

## Misc. Updates

There is an STR Academy being held at the Oxford Hotel on September 25<sup>th</sup>. It is free for anyone in the lodging industry.

October 30th is Visit Central Oregon's State of the Industry breakfast.

## **Board Roundtable**

Reese Thedford said that there are a lot of changes going on at Mt. Bachelor. The Woodward Mountain Park is opening. The Sunrise area will become a more terrain-based learning environment. Season pass sales are tracking as expected. The promotional plan will be launched to the lodging community within the next week.

Noelle Fredland stated that Vampire Weekend was recently announced for August 2020. They are looking at expanding the Les Schwab Amphitheater stage to accommodate larger acts. It would be completed during fall 2020 for the 2021 season. The volleyball courts are moving.

### **Public Comment**

There was no public comment.

## Visit Bend

## Financial Performance Analysis For the period ended October, 2019

## 1) Operating Analysis

a) Revenue:	Oct19 Revenue was over budget by +\$3.6K (+1.1) overall. This variance consisted primarily of a City Funding - Current Year underage of -\$2.3K (-0.7%), a Retail Sales underage of -\$1.8K (-15.9%) and an Advertising overage of +\$7.7K (+167.8%). Year to Date FY 2020 Revenue was over budget by +\$87.3K
	(+5.4) overall. This variance consisted primarily of a City Funding - Current Year overage of +\$94.6K (+6.0% a Retail Sales underage of -\$9.9K (-19.4%) and an Advertising overage of +\$2.6 (+10.4%).
b) Personnel Expenses:	Oct19 Personnel Expenses were uner budget by \$5.0K (-8.5%). Year to Date FY 2020 Personnel Expenses were under budget by \$14.7K (-6.4%).
c) Sales & Marketing Expenses:	Oct19 Sales & Marketing expenses were over budget by +\$81.6K (+74.3%), due to timing differences between budgeted actual expenses in multiple expense categories. Year to Date FY 2020 Sales & Marketing expenses were over budget by +\$38.9K (+7.3%), due to timing differences between budgeted actual expenses in multiple expense categories.
d) Overhead Expenses:	Oct19 Overhead expenses were over budget by +\$2.0K (+10.5%) overall, due to various variances caused by timing differences. Year to Date FY 2020 Overhead expenses were under budget by -\$7.8K (-8.3%) overall, due to various variances caused by timing differences.
e) Surplus (Deficit):	Oct19 Surplus of \$59.1K (18.1%) was under budgeted of a Surplus of \$134.0K (41.6%) by -\$75.0K (-55.96%) (-23.5% profitability points) due primarily to under budget offset by under budget Sales & Marketin expenses. Year to Date FY 2020 Surplus of \$825.5K (48.6%) was over budgeted of a Surplus of \$754.6K (46.9%) by +\$70.9K (+9.4%) (+1.8% profitability points) due to over budget Revenues and under budget Sales & Marketing expesses.
Cash Flow & Balance Sheet Analysis	Cuto a maneurg experies.
a) Cash Flow Summary:	In Oct19, Cash increased by +\$198K to a month-end balance of \$1.145 million. Year to Date FY 2020 Cash increased by +\$198.3K to a period-end balance of \$1.145 million
b) Balance Sheet:	The Balance Sheet remained healthy as of Oct19, in terms of both "liquidity" (Current Ratio of 6.8) and "leverage" (Debt to Equity Ratio of 0.2). Visit Bend has excellent financial systems and discipline, so GFR fully expects Visit Bend to remain a financially stable organization in FY 2020 and beyond, since it will
	operate the organization well within its financial means and will be proactive in making necessary course corrections on discretionary spending in response to fluctuations in its revenue, in relation to Budget.

Visit Bend Budget-to-Actual P&L Analysis For the period ended October, 2019

		Current	Month			Year-to	-Date	
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	313,019	315,282	(2,263)	(0.7%)	1,663,493	1,568,880	94,613	6.0%
City Funding - Prior Years	(8,775)	(8,775)	0	(0.0%)	(35,100)	(35,102)	2	(0.0%)
Retail Sales	9,362	11,132	(1,770)	(15.9%)	41,325	51,265	(9,940)	(19.4%)
Advertising	12,220	4,564	7,656	167.8%	27,783	25,160	2,622	10.4%
Event Revenue		-	•	100.0%		-	usi =	100.0%
Other Revenue	-	•	-	0.0%		- '	-	0.0%
Total	325,826	322,203	3,624	1.1%	1,697,500	1,610,203	87,297	5.4%
Personnel Expenses					i.		· n=	
Base Pay	43,446	47,669	(4,223)	(8.9%)	172,961	185,042	(12,081)	(6.5%)
Overtime		-		0.0%	-	-	-	0.0%
Incentive Pay	-	-		0.0%	447		447	0.0%
Payroll Taxes	3,512	3,737	(226)	(6.0%)	14,530	14,507	23.	0.2%
Employee Benefits	7,092	7,670	(578)	(7.5%)	27,588	30,680	(3,092)	(10.1%)
Total	54,050	59,077	(5,027)	(8.5%)	215,525	230,228	(14,703)	(6.4%)
Sales & Marketing Expenses								
Cultural Tourism Fund	23,618	23,788	(170)	(0.7%)	125,329	118,233	7,096	6.0%
Visitor Development Fund	18,696	5,000	13,696	273.9%	47,218	55,000	(7,782)	(14.1%)
Online Mktg	48,761	48,846	(85)	(0.2%)	84,104	89,583	(5,479)	(6.1%)
	40,701	40,040	(63)	0.0%	04,104	09,000	(3,473)	0.0%
Outdoor	1 100	4.600	(E00)		3 000	6,400	(2,500)	(39.1%)
Photo	1,100	1,600	(500)	(31.3%)	3,900	0,400		0.0%
Print	7,500	4 000	7,500	0.0%	.7,500	20 112	7,500	
Production	1,222	4,900	(3,678)	(75.1%)	35,777	36,113	(336)	(0.9%)
Radio	0		0	0.0%	20,804	17,383	3,421	19.7%
Trade Shows	•	=	•	0.0%		500	(500)	(100.0%)
TV	(0)	-1	(0)	0.0%	16,563	17,383	(820)	(4.7%)
Collateral	51,495	5,000	46,495	929.9%	58,467	20,000	38,467	192.3%
Brochure Distribution	2,926	150	2,776	1,851.0%	26,958	22,800	4,158	18.2%
Postage	472	2,000	(1,528)	(76.4%)	3,311	8,000	(4,689)	(58.6%)
Public Relations		500	(500)	(100.0%)	484	2,000	(1,516)	(75.8%)
Promotions	8,353	1,500	6,853	456.8%	18,001	16,500	1,501	9.1%
Research	4,666	-	4,666	0.0%	13,261	7,700	5,561	72.2%
Web. Dev.	9,037	6,200	2,837	45.8%	45,573	45,250	323	0.7%
Special Projects	- *	r -	-0	0.0%	24,000	24,000	-	0.0%
Travel & Meals	346	2,000	(1,654)	(82.7%)	2,153	5,000	(2,847)	(56.9%)
Retail Purchasing	13,233	8,347	4,886	58.5%	36,248	38,877	(2,629)	(6.8%)
Total	191,426	109,831	81,595	74.3%	569,652	530,723	38,930	7.3%
Overhead Expenses		90						
Building Lease	4,950	5,059	(109)	(2.2%)	19,650	20,082	(432)	(2.2%)
Building Maintenance	1,009	1,000	9	0.9%	4,035	4,000	35	0.9%
Equipment Lease & Maint.	225	450	(225)	(50.0%)	1,069	1,800	(731)	(40.6%)
Professional Fees	4,450	4,450		0.0%	18,231	17,800	431	2.4%
Office Supplies	784	1,000	(216)	(21.6%)	7,028	4,000	3,028	75.7%
Utilities	1,208	1,042	166	16.0%	3,332	4,167	(835)	(20.0%)
Bank Fees	460	417	43	10.4%	1,476	1,667	(191)	(11.4%)
Dues & Subscriptions	1,074	1,670	(596)	(35.7%)	5,474	14,405	(8,931)	(62.0%)
	398	575	(177)	(30.8%)	1,591	2,300	(709)	(30.8%)
Insurance			877	478.2%	1,310	733	577	78.6%
Licenses & Permits	1,060	183 100	(100)	(100.0%)	180	400	(220)	(55.0%)
Education & Training			and the second second	The second second		4,000	4,313	107.8%
Network & Telco	4,335	1,000	3,335	333.5%	8,313	14,000		
Non-Capital IT	726	1,000	(274)	(27.4%)	10,952		(3,048)	(21.8%) (44.8%)
Depreciation & Amort.	800	1,450	(650)	(44.8%)	3,200	5,800	(2,600)	
Interest Expense	(184)	(125)	(59)	47.5%	(642) 86,842	(500)	(142)	(8.3%)
Total	21,294	19,271	2,024	10.5%	00,042	94,654	(7,812)	(0.3%)
Total Expenses	266,770	188,178	78,592	41.8%	872,019	855,605	16,414	1.9%
Surplus (Deficit)	59,057	134,025	(74,968)	(55.9%)	825,481	754,598	70,883	9.4%
Surplus (Deficit) %	18.1%	41.6%	-23.5%		48.6%	46.9%	1.8%	
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No assurance is provided

Visit Bend Summary of Cash Reserve Funds and Bank Acc ounts

Total Cash	etty Cash	First Interstate - Wind Down Cash Reserve MM Accou	First Interstate - Wind Down Cash Reserve CD	First Interstate - Rainy Day Reserve MM Account	First Interstate - Operating Checking Account	Bank Account Summary	Section 2015	= Ending Balance	Total Disbursements	Olher	MINUS Disbursements Bank Fees	Total Receipts	Olher	PLUS Receipts Interest Income	Beginning Balance	"Wind Down" Cash Reserve Fund	= Ending Balance	Total Disbursements	Other	Bank Fees	MINUS Disbursements  Down Cycle Tourism Promotion	Total Receipts	Other	Interest Income	PLUS Receipts .	Beginning Balance	"Rainy Day" Cash Reserve Fund
225,534	400	65,892	•	16,752	142,490			100,892			•	35,014	35,000	14	65,878		16,752			,		16,752	•		16.752		
350,950	400	100,908	•	38,539	211,104			100,908			•	16		<b>6</b>	100,892		38,539			•		21,787	•	0	21.786	16,752	
563,998	400	100,976	•	62,543	400,080			100,976				68		68	100,908		62,543			•		24,005	•	14	23.991	38,539	i d
928,800	400	101,067	•	78,265	749,068			101,067		·	·	91		91	100,976		78,266			•	•	15,722	•	40	15.682	62,543	Š
793,577	400	101,150	•	90,289	601,738			101,150				83		83	101,067		90,290			•		12,024		59	11.965	78,266	
866,501	400	101,236		98,971	665,894	ŝ		101,236				86		86	101,150		98,971					8,681		71	8.610	90,290	
626,946	400	101,322		106,999	418,226			101,322				86		86	101,236		106,999					8,028		79	7.949	98,971	
604,206	400	1,353	100,000	118,049	384,404			101,353				31		3	101,322		118,049					11,050		. 78	10.972	106,999	
424,423	400	1,354	100,000	126,482	196,186			101,354	٠			_		_	101,353		126,483			Ţ		8,433		90	8.344	118,049	
342,201	400	1,355	100,000	139,115	101,330			101,355	,	,		_		_	101,354		139,115			ì		12,633		107	12.526	126,483	200
404.876	400	1,357	100,000	150,555	152,564			101,357				_		_	101,355		150,555			•		11,440		115	11.325	139,115	
508,709	400	1,358	100,500	166,419	240,033			101,858	,			501		501	101,357		166,418			•	į	15,863		112	15.751	150,555	0
386,335	400	1,359	100,500	185,939	98,138			101,859			•	_		_	101,858		185,939	-				19,520		140	19.380	166,418	our i
579,519	400	1,360	100,500	213,445	263,814			101,860				_		<b>-</b> \	101,859		213,444					27,506		145	27.361	185,939	- For
946,802	400	1,361	100,500	235,457	609,084			101,861	,		•	_		_	101,860		235,456					22,012		169	21.843	213,444	000-10
1,145,196	400	1,362	100,500	251,932	791,002			101,863				1		<u>.</u>	101,861		251,931			•	į	16,474		183	16.291	235,456	Contract

No assurance is provided

## **Visit Bend Narrative Summary of Normalized City Funding**

Month	Topic	Summary
July 2019 July 2019	Year over Year Fluctuation Budget vs Actual Variance	YOY City Funding increased +\$61K (+18.9%). Current Month Lodging collections increased +\$41K (+13.0%). The remainder of the YOY increase was primarily due to increased prior periods TRT collections in July 2019 of +\$19K.  City Funding was +\$48K (+14.4%) over budget. Current Month Lodging collections were +\$29K (+8.7%) over budget. The remainder of the favorable budget variance was caused by pruied period TRT collections in July 2019 of +\$19K.
August 2019 August 2019	Year over Year Fluctuation  Budget vs Actual Variance	YOY City Funding increased +\$121K (+28.7%). Current Month Lodging collections increased +\$63K (+15.0%). The remainder of the YOY increase was primarily due to increased prior periods TRT collections in Aug 2019 of +\$59K.  City Funding was +\$104K (+23.8%) over budget. Current Month Lodging collections were +\$46K (+10.6%) over budget. The remainder of the favorable budget variance was caused by prior period TRT collections in July 2019 of +\$58K.
September 2019 September 2019	Year over Year Fluctuation  Budget vs Actual Variance	YOY City Funding decreased -\$37K (-7.9%). Current Month Lodging collections actually increased +\$20K (+4.8%). However, the overall YOY decrease in City Funding was primarily due to a YOY decrease of prior periods TRT collections in Sep 2019 of -\$56K.  City Funding was -\$55K (-11.4%) under budget. Current Month Lodging collections were actually +\$4K (+0.8%) over budget. However, the unfavorable budget variance was caused by prior period TRT collections Sep 2018 of \$56K and only \$0.1K in Sep 2019.
October 2019 October 2019	Year over Year Fluctuation  Budget vs Actual Variance	YOY City Funding increased +\$10K (+3.2%). Current Month Lodging collections actually increased +\$36K (+12.9%). However, the overall YOY +\$10K (3.2%) increase in City Funding was primarily offset by a YOY decrease of prior periods TRT collections in Oct 2019 of -\$26K.  City Funding was -\$2K (-0.7%) under budget. Current Month Lodging collections were actually +\$25K (+8.6%) over budget. However, the unfavorable budget variance was caused by prior period TRT collections Oct 2018 of \$27K and only \$1K in Oct 2019.

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# Bend Cultural Tourism Fund Financial Performance Summary

For the period ended October, 2019

The FY 2020 Grants Budget is \$200K and the budget is for a surplus of \$202K. So far, we appear to be tracking ahead of budget, so more chance for better than budget than worse.	e) Available Funds to Grant in FY 2020
As of Oct19, Fund Balance - After Grants was \$140.7K.	d) Fund Balance - After Grants
these Grants were paid out, leaving a pledged but unpaid FY 2018 grants of \$6.1K as of Oct19. In total, as of Oct19, \$56.1K in grants were pledged from unpaid.	
Grants were paid out, leaving a pledged but unpaid balance of \$50.0K as of Oct19. For the FY 2018 Grants Cycle, \$205K of Grants were pledged in Jun18, and through Aug19 \$198.9K of	
For the FY 2019 Grants Cycle, \$200K were pledged in Jun19, and through Aug18 \$150.0K of the	c) Cultural Tourism Fund Grants
	(A)
Oct19 Operating Expenses of \$1.85K were under budget of \$3.6K by -\$1.8K (-51.0%). Year to Date FY 2020 Operating Expenses of \$4.5K were under budget of \$14.7K by -\$10.2K (-69.6%).	b) Operating Expenses
Revenue of \$125.3K was over budget of \$118.2K by +\$7.1K (+6.0%).	a) Revenue:

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

							-											
Fund Balance - After Grants	Cultural Tourism Fund Grants	Fund Balance - Before Grants	Surplus (Deficit)	Total	Other Expenses	Travel Expenses	Meeting Expenses & Office Supplies	Marketing & Communications	Professional Fees	Grants Management System Subscription	Grant Administrator: Contract & Travel	Operating Expenses	Total	Other Revenue	City Funding - Prior Years	City Funding - Current Year	# *	
			21				200						23			23	Actual	
			21,818	,801	1	228	1	1	800	1	773		23,618	800	(658)	23,476		
			20,113	3,675	17	83	50	100	800	625	2,000		23,788	800	(658)	23,646	Budget	Current Month
			1,705	(1,874)	(17)	145	(50)	(100)	,	(625)	(1,228)		(170)		0	(170)	Variance	Month .
			8.5%	(51.0%)	(100.0%)	173.8%	(100.0%)	(100.0%)	0.0%	(100.0%)	(61.4%)		(0.7%)	0.0%	(0.0%)	(0.7%)	Var. %	
140,719	3,563	144,281	120,866	4,463		228	•	Ţ	3,200	i	1,035		125,329	3,200	(2,633)	124,762	Actual	
	ŧ		103,533	14,700	67	333	200	400	3,200	2,500	8,000	·	118,233	3,200	(2,633)	117,666	Budget	Year-to-Date
140,719	3,563	144,281	17,333	(10,237)	(67)	(105)	(200)	(400)		(2,500)	(6,965)		7,096		0	7,096	Variance	-Date
0.0%	0.0%	0.0%	16.7%	(69.6%)	(100.0%)	(31.6%)	(100.0%)	(100.0%)	0.0%	(100.0%)	(87.1%)	so.	6.0%	0.0%	(0.0%)	6.0%	Var. %	

<sup>\*7.5%</sup> of Total Visit Bend City Funding Revenue

No assurance is provided

# DESCHUTES COUNTY - TRT COLLECTION

FY END	FYTD	NOF	MAY	APR	MAR	FEB	JAN	DEC	VOV	OCT	SEP	AUG	JUL	
S	s	69	es.	€n	49	en.	co	es es	co	cs.	es.	G	<del>(S)</del>	
3,695,963	1,554,445	449,607	219,254	130,428	194,809	154,062	180,588	252,250	105,795	126,948	327,777	735,633	818,812	FY12/13
10.1% \$	10.8% S	1.0% \$	8.2% \$	7.8% \$	28.8% \$	7.7% \$	43.8% \$	14.1% \$	3.9% \$	-1.8% \$	4.5% \$	14.8% \$	7.4% \$	CHANGE
4,278,774	1,821,938	462,519	258,725	181,695	224,459	155,023	180,382	319,538	131,451	139,234	403,810	906,575	915,363	FY13/14
15.8% S	17.2% S	2.9% \$	18.0% \$	39.3% \$	15.2% \$	0.6% \$	-0.1% \$	26.7% \$	24.3% \$	9.7% \$	23.2% \$	23.2% \$	11.8% \$	CHANGE
5,269,481	2,303,884	625,431	292,303	189,582	276,134	189,704	230,003	360,655	195,905	175,403	430,477	1,115,119	1,188,765	FY14/15
23.2% \$	26.5% S	35.2% \$	13.0% \$	4.3% \$	23.0% \$	22.4% \$	27.5% \$	12.9% \$	49.0% \$	26.0% \$	6.6% \$	23.0% \$	29.9% \$	CHANGE
6,068,098	2,440,656	755,305	354,123	216,213	302,367	255,899	278,939	396,621	213,017	240,295	614,663	1,169,306	1,271,350	FY15/16
15.2% S	5.9% S	20.8% \$	21.1% \$	14.0% \$	9.5% \$	34.9% S	21.3% \$	10.0% \$	8.7% S	37.0% \$	42.8% S	4.9% \$	6.9% \$	CHANGE
6,383,950	2,647,863	683,013	390,661	236,091	354,899	259,411	272,394	453,353	228,833	282,936	574,496	1,216,868	1,430,995	FY16/17
5.2%	8.5%	-9.6%	10.3%	9.2%	17.4% \$	1.4% \$	-2.3%	14.3% \$	7.4% \$	17.7% \$	-6.5% \$	4.1% \$	12.6% \$	CHANGE
\$	S	ક્ક	sn.	s,	G	<del>(A</del>	49	ь	ક	S	G	S	ନ	FY17/18
7,035,998	2,983,403	761,871	406,280	272,934	407,138	277,310	315,236	421,618	266,930	394,256	529,022	1,468,425	1,514,978	
10.2% \$	12.7% S	11.5% \$	4.0% \$	15.6% \$	14.7% \$	6.9% \$	15.7% \$	-7.0% S	16.6% \$	39.3% \$	-7.9% \$	20.7% \$	5.9% \$	CHANGE
7,829,451	3,081,518	973,143	524,883	406,383	343,289	351,432	414,665	472,507	286,147	364,516	610,968	1,413,522	1,667,996	FY 18/19
11.3% \$	3.3% S	27.7%	29.2%	48.9%	-15.7%	26.7%	31.5%	12.1%	7.2%	-7.5%	15.5%	3.7% \$	10.1% \$	CHANGE
3,298,329	3,298,329					i e						1,550,148	1,748,18	FY19/20
-57.9%		-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	9.7%	4.8%	CHANGE

-60.7%	4,000,512	8.3% \$	10,173,649	5.3% \$	9,392,551	15.9% S	8,920,998	18.5% S	7,694,125	37.5% \$	6,490,413	21.4% \$	4,720,365	10.3% \$	3,888,070	FY End \$
8.6%	4,000,512	2.7% S	3,682,127	11.9% S	3,583,840	9.3% S	3,202,251	26.3% \$	2,928,564	39.7% \$	2,318,528	12.6% S	1,659,477	5.0% S	1,473,346	FYTD S
-100.0%		11.9%	1,210,933	5.9% \$	1,081,683	15.1% \$	1,021,403	11.7% \$	887,415	32.1% \$	794,235	34.5% \$	601,113	10.1% \$	446,842	S
-100.0%		14.0%	915,959	4.8% \$	803,357	24.7% \$	766,845	4.6% \$	614,788	36.0% \$	587,528	20.6% \$	431,931	17.7% \$	358,299	G
-100.0%		6.8%	737,773	8.6% \$	690,587	11.3% \$	635,713	20.4% \$	571,271	43.8% \$	474,418	20.5% \$	329,826	17.0% \$	273,645	G
-100.0%		10.1%	741,513	-1.9% \$	673,381	26.6% \$	686,690	10.1% \$	542,242	38.1% \$	492,377	37.1% \$	356,557	15.5% \$	260,039	G
-100.0%		6.8%	533,904	5.1% \$	499,784	11.0% \$	475,558	13.4% \$	428,240	43.7% \$	377,576	28.2% \$	262,821	7.1% \$	205,050	S
-100.0%		16.4%	554,007	1.8% \$	475,959	17.0% \$	467,385	21.5% \$	399,620	43.9% \$	328,996	24.3% \$	228,564	16.1% \$	183,934	co.
-100.0%		12.0%	567,940	-6.4% S	506,919	24.8% \$	541,672	14.0% \$	434,108	31.8% \$	380,893	26.6% \$	288,908	11.0% \$	228,195	G
-100.0%		16.2%	495,457	-7.1% <mark>S</mark>	426,303	28.3% \$	458,649	21.2% \$	357,600	36.8% \$	295,095	20.9% \$	215,766	7.4% \$	178,469	69
-100.0%		12.8%	734,036	-2.1% \$	650,738	25.4% \$	664,833	20.3% \$	530,277	27.6% \$	440,768	23.2% \$	345,402	21.9% \$	280,250	S
7.9%	1,020,678	15.2% \$	945,580	-2.2% \$	820,801	13.6% \$	839,649	30.7% \$	739,451	22.4% \$	565,927	16.8% \$	462,399	4.8% \$	395,722	69
4.4%	1,402,389	-0.3% S	1,343,926	21.4% \$	1,347,492	8.6% \$	1,109,525	17.3% \$	1,021,591	42.6% \$	870,733	14.3% \$	610,702	11.2% \$	534,186	€A
13.3%	1,577,445	-1.6% S	1,392,621	13.0% \$	1,415,547	7.3% \$	1,253,078	32.4% \$	1,167,521	50.4% \$	881,867	7.9% \$	586,376	-0.2% \$	543,438	G
CHANGE	FY19/20 C	CHANGE	FY18/19	CHANGE	FY17/18	CHANGE	FY18/17 CH2	CHANGE	FY15/16	CHANGE	FY1415 1	CHANGE	FY13/14	CHANGE	FY1213 (	

Indicates Historical High For That Specific Month

# Hotel Industry Occupancy Report (STR)

	2020	2019	2018	2017	2016	2015		Revenue (\$)		2020	2019	2018	2017	2016	2015	Denzage		2020	2019	2018	2017	2016	2015		Supply		2020	2010	2017	2016	2015		RevPAR (S)	2020	2019	2018	2017	2016	2015		ADR (\$)	2020	2019	2018	2017	2016	2015
	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15		1	2010120	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	NO. OF THE PARTY O		2019/20	2018/19	2017/18	2016/17	2015/16	2014/15				2019/20	2018/18	2016/17	2015/16	2014/15	NATIONAL PROPERTY OF STREET		2019/20	2018/19	2017/18	2016/17	2015/16	2014/15			2019120	2018/19	2017/18	2016/17	2015/16	2014/15
1.2%	\$14,352,414	\$13,391,449	\$13,465,723	\$12,361,999	\$12,443,859	\$10,445,675	July	0.078	5 50	82 092	77,777	79,141	74,885	82,355	75.730		3.5%	96,689	93,434	89,683	85,095	91,109	87,575	July		3.6%	\$148.44	\$130.15	\$145.27	\$136.58	\$119.28	Jul	1.5%	\$174.83	\$172.18	\$170.15	\$163.54	\$151.10	\$137.93	lnr	0,0.3	20%	83.2%	88.2%	88.8%	90.4%	86.5%
4.6%	\$13,742,695	\$13,141,856	\$13,457,755	\$11,502,123	\$11,426,377	\$10,661,996	August	4.5%	4 50%	81 822	78 294	76,525	74,004	77,279	76.265	TO THE PERSON NAMED IN COLUMN	3.5%	96,689	93,434	89,683	85,870	91,109	87,575	August		1.1%	\$140.00	\$150.06	\$133.95	\$125.41	\$121.75	Aug	0.1%	\$167.96	\$167.85	\$175.86	\$155.43	\$147.86	\$139.80	Aug	70.76	1 0%	83.8%	85.3%	86.2%	84.8%	87.1%
3.0%	\$9,654,880	\$9,373,383	\$8,773,145	\$9,025,094	\$8,740,665	\$7,436,502	September	0,0.2	3 68/	73 706	71 867	67.883	70.342	70,828	64 264	1000年	3.5%	93,570	90,420	86,790	83,070	88,170	88,170	September	0.00	D 5%	\$103.00	\$101.08	\$108.61	\$99.13	\$84.34	Sep	0.4%	\$130.99	\$130.43	\$129.24	\$128.30	\$123.41	\$115.72	Sep	70.5%	50.0%	79.5%	78.2%	84.6%	80.3%	72.9%
2.8%	\$7,670,297	\$7,462,344	\$7,081,550	\$7,359,527	\$6,831,969	\$6,217,393	October	0.0%	03,007	65 087	64 552	62.152	63.999	59,877	58 068		3.5%	96,689	93,434	89,683	86,397	91,109	91,109	October	0.1.70	£ 7%	\$79.37	\$78.96	\$82.51	\$74.99	\$68.24	Oct	7.9%	\$117.85	\$115.60	\$113.94	\$114.92	\$111.16	\$107.07	Oct	-2.0%	2.6%	69.1%	69.3%	74.1%	65.7%	63.7%
-100.0%		\$4,938,253	\$4,411,642	\$4,976,569	\$4,406,885	\$4,038,189	November	-100.0%	100.0%	10,010	48 918	43.319	48.700	45,168	A1 111		-100.0%		93,570	86,820	83,610	88,170	88,170	November	100:070	-100 0%	\$1.70	\$50.81	\$59.89	\$49.98	\$45.80	Nov	-100.0%		\$100.95	\$101.84	\$102.54	\$97.57	\$98.23	Nov	-100.0%	100 0%	52.3%	49.9%	58.4%	51.2%	46.6%
-100.0%		\$4,914,442	\$4,748,810	\$5,006,012	\$4,855,692	\$4,611,935	December	-100.0%	100.00	10,000	49 002	46.933	48.624	48,463	A6 325	は意味が	-100.0%		96,689	89,745	86,397	93,062	91,109	December	-100.079	-100 0%	\$50.83	\$52.91	\$58.23	\$52.18	\$50.62	Dec	-100.0%		\$100.29	\$101.18	\$103.39	\$100.19	\$99.56	Dec	-100.0%	100 000	50.7%	52.3%	56.3%	52.1%	50.8%
-100.0%		\$4,708,301	\$4,199,846	\$4,991,220	\$4,963,474	\$4,420,191	January	-100.0%	100 00/	70,000	46 880	43.536	46.378	49.912	January 44 573	Blown Carbon Co	-100.0%		96,689	89,745	86,397	93,062	91,109	January	-100.076	-100 0%	\$48.70	\$46.80	\$51.98	\$53.34	\$48.52	Jan	-100.0%		\$100.41	\$96.47	\$99.38	\$99.44	\$99.17	Jan	-100.0%	100 00	48.5%	48.5%	52.3%	53.6%	48.9%
-100.0%		\$4,579,657	\$4,507,216	\$4,624,774	\$5,108,823	\$4,812,662	February	-100.0%	10000	10,000	43,50	44 239	44 596	50.134	rebruary	State And State	-100.0%		87,332	81,060	76,860	84,056	82,292	February	-100.0%	-100 0%	\$52.44	\$55.60	\$59.26	\$60.78	\$58.48	Feb	-100.0%		\$104.94	\$101.88	\$103.70	\$101.90	\$102.78	Feb	-100.0%	100 00	50.0%	54.6%	57.1%	59.6%	56.9%
-100.0%		\$6,779,879	\$6,825,273	\$6,395,115	\$6,521,415	\$6,315,786	March	-100.0%	200	00,700	60 753	61 859	57 732	62.022	March		-100.0%		96,689	89,745	86,397	93,062	91,109	March	-100.0%	100 0%	\$70.12	\$76.05	\$74.02	\$70.08	\$69.32	Mar	-100.0%		\$111.60	\$110.34	\$110.77	\$105.15	\$107.96	Mar	-100.0%	10000	62.8%	68.9%	66.8%	66.6%	64.2%
-100.0%		\$7,158,277	\$7,077,819	\$6,268,158	\$7,473,980	\$6,303,611	April	%U.UUI-		00,110	62,100	61 460	57 526	67.841	April		-100.0%		93,570	86,850	86,790	90,060	88,170	April	-100.0%	100 0%	\$76.50	\$81.49	\$72.22	\$82.99	\$71.49	Apr	-100.0%	* ;	\$113.41	\$115.16	\$108.96	\$110.17	\$105.86	Apr.	-100.0%	2	67.5%	70.8%	66.3%	75.3%	67.5%
-100.0%		\$8,891,004	\$8,143,916	\$8,040,747	\$8,133,254	\$7,498,569	May	%0.00T-	200	09,907	60,057	64 932	65 107	68 237	May		-100.0%		96,689	89,745	86,397	93,062	91,109	May	%0.00I-	100 00/	\$91.95	\$90.75	\$89.66	\$87.40	\$82.30	May	-100.0%		\$127.09	\$125.42	\$123.50	\$119 19	\$115.13	Mav	%U.00F-		72.4%	72.4%	72.6%	73.3%	71.5%
-100.0%		\$11,372,751	\$11,412,716	\$10,438,494	\$9,744,142	\$9,411,753	Punit Punit	%0.00F-		70,001	75 551	75.262	71 357	70 142	June		-100.0%		93,570	90,420	86,790	90.060	88,170	June	-100.0%	100 000	\$121.54	\$126.22	\$120.27	\$112.64	\$106.75	Juni	-100.0%		\$150.53	\$151.64	\$146.29	\$138.92	\$130.19	Jun	-100.0%		80.7%	83.2%	82.2%	85.2%	82.0%
-53.0%	45,420,286	96,711,596	94,105,411	90,989,832	90,650,535	82,174,262	Total Year	-59./%	302,707	700,317	750 247	727 241	723 250	752 258	Total Year		-65.9%	383,637	1,125,520	1,059,969	1,020,070	1.086.091	1.065.667	Total Year	37.0%	\$118.39	\$85.93	\$88.78	\$89.20	\$83.46	\$77.11	EV total	16.4%	\$150.05	\$128.89	\$129.40	\$125.81	\$120.50	\$115.96	FY total	18.4%	78.9%	66.7%	68.6%	70.9%	69.3%	66.5%

	Revenue (5) 2015 2016 2017 2017 2018 2019 2020	Booked - Listing Nights 2015 2014/15 2016 2015/16 2017 2016/17 2018 2017/18 2019 2018/19 2020 2019/20	2015 2016 2017 2017 2018 2019 2020	2015 2014/15 2016 2015/16 2017 2016/17 2018 2017/18 2019 2018/19 2020 2019/20	2015 2016 2016 2017 2018 2019 2020 RevPAR (S)	2015 2016 2017 2017 2018 2019 2020
	2014/15 2015/16 2016/17 2017/18 2017/18 2018/19 2019/20	Sing Night 2014/15 2015/16 2016/17 2017/18 2018/19 2019/20	2014/15 2015/16 2016/17 2017/18 2018/19 2019/20	2014/15 2015/16 2016/17 2017/18 2018/19 2019/20	2014/15 2015/16 2016/17 2016/17 2017/18 2018/19 2019/20	2014/15 2015/16 2016/17 2017/18 2017/18 2018/19 2019/20
	July \$399,668 \$1,323,932 \$3,777,916 \$4,763,673 \$4,759,753	July 2,367 5,992 14,780 18,522 19,532	July 3,213 8,323 21,410 24,956 31,181	Jul \$124.39 \$159.07 \$176.46 \$190.89 \$152.65 -20.0%	Jul \$168.85 \$220.95 \$255.61 \$257.19 \$243.69 -5.2%	73.7% 72.0% 69.0% 74.2% 62.6%
	August \$396,335 \$1,238,595 \$4,423,385 \$4,134,241 \$5,344,352	August 2,324 5,672 16,349 17,515 21,666	August 3,637 8,426 26,114 25,396 32,412	Aug \$108.97 \$147.00 \$169.39 \$162.79 \$164.89 \$164.89	Aug \$170.54 \$218.37 \$270.56 \$236.04 \$246.67 4.5%	Aug 63.9% 67.3% 62.6% 69.0% 66.8% -3.2%
	September \$245.744 \$1,071,694 \$2,575,419 \$2,886,986 \$3,616,082	September 1,508 5,064 11,550 13,760 17,712	September 3,481 8,380 21,215 22,525 29,839	\$70.60 \$127.88 \$121.39 \$128.17 \$121.18 -5.5%	Sep \$162.96 \$211.63 \$222.98 \$209.81 \$204.16 \$204.7%	Sep 43.3% 60.4% 54.4% 61,1% 59.4%
	October \$144,528 \$238,221 \$702,825 \$1,643,047 \$1,863,164 \$2,727,788	October 1,047 1;562 3,811 8,438 9,921 13,609	October 2,436 3,883 7,572 17,445 20,532 27,391	Oct \$59.33 \$61.35 \$92.82 \$94.18 \$90.74 \$99.59 9.8%	Oct \$138.04 \$152.51 \$184.42 \$194.72 \$197.80 \$200.44 6.7%	Oct 43.0% 40.2% 50.3% 48.4% 48.3% 49.7% 2.9%
	November \$125,496 \$321,694 \$631,900 \$1,453,611 \$1,563,499 \$0	November 905 1,749 3,278 6,881 7,705	November 2,523 5,127 7,857 16,760 17,963	Nov \$49.74 \$62.74 \$80.42 \$86.73 \$87.04	Nov \$138.67 \$183.93 \$192.77 \$211.25 \$202.92 -100.0%	35.9% 34.1% 41.7% 41.1% 42.9%
	December \$177,544 \$566,031 \$999,267 \$2,184,385 \$2,297,690 \$0	December 1,201 2,742 4,874 9,662 10,298	December 2,946 6,269 9,508 21,142 21,320	\$60.26 \$60.29 \$120.07 \$103.32 \$107.77	\$147.83 \$206.43 \$205.02 \$226.08 \$223.12 -100.0%	100.0%
	January \$134,065 \$455,215 \$820,490 \$1,373,193 \$1,886,135	January 967 2,406 4,002 7,191 9,092	January 2,925 6,733 9,579 16,824 23,344	Jan \$45.84 \$67.61 \$85.66 \$81.62 \$80.80	Jan \$138.64 \$189.20 \$205.02 \$190.96 \$207.45	Jan 33.1% 35.7% 41.8% 42.7% 38.9%
	February \$122,668 \$523,060 \$935,684 \$1,384,241 \$1,869,560 \$0	February 892 2,722 4,657 7,222 9,033	February 2,357 6,378 10,729 15,700 21,559	\$52.00 \$82.01 \$87.21 \$87.21 \$88.17 \$86.72	Feb \$137.52 \$192.16 \$200.92 \$191.67 \$206.97	37.8% 42.7% 43.4% 46.0% 41.9%
, , , , , , , , , , , , , , , , , , ,	March \$178,253 \$629,484 \$1,280,686 \$1,684,210 \$2,262,335 \$0	March 1,246 3,196 6,445 8,477 11,150	March 2,895 6,567 13,726 17,108 23,442	Mar \$61.57 \$95.85 \$93.30 \$98.44 \$96.51	Mar \$143.06 \$196.96 \$198.71 \$198.68 \$202.90 -100.0%	Mar 43.0% 48.7% 47.0% 49.5% 47.6%
#. ·	April \$147,769 \$533,051 \$1,104,985 \$1,849,950 \$2,175,810 \$0,000	April 1,067 2,940 5,464 9,000 11,375	April 2,442 6,160 12,760 17,271 24,567	Apr \$60.51 \$86.54 \$86.60 \$107.11 \$88.57	Apr \$138.49 \$181.31 \$202.23 \$205.55 \$191.28 -100.0%	43.7% 47.7% 42.8% 52.1% 46.3%
	May \$192,170 \$696,274 \$1,379,382 \$3,054,201 \$2,503,875 \$0	May 1,257 3,457 6,624 11,780 12,140	May 3,057 8,128 15,642 22,003 26,774	May \$62.86 \$85.66 \$88.19 \$138.81 \$93.52 -100.0%	\$152.88 \$201.41 \$208.24 \$259.27 \$26.25 -100.0%	May 41.1% 42.5% 42.3% 53.5% 45.3% -100.0%
21	June \$260,958 \$991,839 \$2,330,412 \$3,150,366 \$3,669,374	June 1,643 4,686 9,850 13,366 16,575	June 2,971 7,784 17,858 21,891 29,224	Jun \$87.83 \$127.42 \$130.50 \$143.91 \$125.56	\$158.83 \$211.66 \$236.59 \$235.70 \$221.38	Jun 55.3% 60.2% 55.2% 61.1% 56.7%
	Total Year \$ 1,483,450.22 \$ 5,996,615.25 \$ 13,819,851.93 \$ 28,553,925.07 \$ 31,876,340.45 \$16,447,975.18	Total Year 10,225 31,659 65,733 124,696 147,086 72,519	Total Year 24,552 67,360 130,360 234,883 281,602 120,823	FY total \$59.99 \$88.62 \$108.23 \$117.46 \$111.59 \$134.58	FY total \$143.77 \$184.83 \$207.07 \$221.92 \$212.76 \$223.74	FY total 41.5% 48.0% 51.3% 52.2% 51.7% 59.6%



Date: November 18, 2019

To: Visit Bend Board of Directors

From: Laurel MacMillan, Bend Cultural Tourism Fund Administrator

Re: Changes to the Bend Cultural Tourism Fund

With the Bend Cultural Tourism Fund (BCTF) in its 5<sup>th</sup> year, The Commissioners recently addressed some of the founding policies of the BCTF and voted on a few changes to the structure and policy of the BCTF in response to the growth and evolving tourism economy in Bend.

## **Commission Structure**

The current structure of the Commission was developed after the bond passed in 2013 and does not currently allow for optimal grant evaluation and awarding. The thirteen-member committee was developed in in an arts and cultural landscape that has changed over the years, with many positions assigned to arts groups that no longer existed. Commissioners approved the following changes to the structure:

Decrease the thirteen-person Commission to nine to eleven BCTF Commission positions; and, with
the exception of the appointed ex-officio non-voting Visit Bend position, all other position titles will
now be removed and changed to Representative-at-large. This will happen through attrition as
terms expire for Commissioners in December, no one will be asked to leave. Two Commissioners are
terming out in December, 2019 after serving three consecutive terms, which will drop the
commission to eleven members automatically.

The following change will be voted on at the BCTF December 2, 2019 meeting, after suitable defining language has been drafted:

2. As a Commissioner, you or your organization cannot directly benefit from a grant award (i.e., be the main applicant). This will reduce recusals, perceived conflict of interest, and increase the number of Commissioners available for decision making for funding.

## **Grant Guidelines**

## **Expand Seasonality**

3. With the same goal of encouraging funding to a variety of projects and events, the Commission voted to change the prohibited months to July and August only. Applicants would receive full 20 points for May, June 15-30, and September, which previously were scored at 10 points.



## **MARKETING UPDATES: NOV 2019**

## Fall and Winter Media Buy updates

- Visit Bend's shoulder season campaign kicked off on Oct. 1 with our Tenth Month campaign running on digital channels including GDN (Google Display Network), Facebook, and Sojern, limited to the Portland DMA.
- The Bend Ale Trail Month campaign kicked off on 10.21 and ran through Sunday, with a multiscreen strategy with TV and Digital partners, and on the radio with Entercom, KEXP, and OPB in Portland, Seattle, and SFO DMAs.
- Both winter campaigns, "Friends" and "Family" kicked off yesterday and will run through 1/31 before shifting to a spring-focused campaign on 2/1.

## October Media Wrap

- The Tenth Month and Bend Ale Trail Month campaigns during the month of October were largely digital, allowing an in-depth look at performance. Digital campaigns this year outperformed last year's campaigns, with web traffic up year-over-year from organic search and digital ads.
  - Overall, during the month of October, sessions were up over 20%, surpassing 100,000 visits for the first time ever during the month of October. The total number of users were up 25.57% and new users up even higher YOY at 34.20%.
  - Google and Facebook were the primary ad platforms for October where we placed ads for Tenth Month and Bend Ale Trail Month. Facebook continued to prove successful because of the ability to create lookalike audiences and really target potential visitors.
    - Facebook: The Tenth Month campaign saw a very solid 1.51% CTR, served up over 850K impressions and drove 12,811 clicks.
    - Facebook: The Bend Ale Trail Month campaign (only ten days of reporting for Oct) served up 834,634 impressions and drove 3,250 clicks.
    - GDN: The Tenth Month campaign had a lower CTR here, driving 2,170 clicks from 700,000 impressions,
    - GDN: The BAT Month campaign on GDN served up over 1 million impressions and while it drove fewer clicks than Facebook (2,034) the CPC was slightly lower than Facebook. Additionally, we ran Lager Town, our BAT commercial on Youtube, which had a 100% view rate of 20%, and a super low cost per view of only .16 cents.

## Website

It's been about one and a half months since we launched the reworked visitbend.com website with new tools to increase referral traffic. We're happy to report that all our data points are showing that this new functionality is helping.

- Since Oct. 4 when we launched, compared YOY, we've seen a slight increase in time on site, but more importantly we have seen a 6.59% increase in outbound clicks off visitbend.com.
- New tools including BlueConic and Hotjar are allowing us to further improve the user experience on our website as that remains a high priority moving forward. [Hotjar Screen Recording]
- High-level website analytics (past 365 days):
  - O Total visits: 1,514,105 (+14.82% YOY) // Total users: 1,039,535 (+16.33%) // Pageviews: 3,189,027 (+5.18) // New Users: 1,039,535 (+16.58%)
  - o Geo: PDX (28.46%), BND (18%), SEA (12.97%), SFO (8.25%)
- Top visited pages last two months:
  - Events
  - Home
  - Bend Ale Trail
  - Things to Do
  - Tenth Month

- Where to Stay
- Food + Drink
- Hiking
- Activities
- Winter Fun

## **Email Marketing**

- September Newsletter: 11,595 recipients, 20.08% open rate, 13.27% click rate
- October Newsletter: 11,583 recipients, 19.62% open rate, 8.71% click rate
- November (Ale Trail) Newsletter: 11,533 recipients, 16.39% open rate, 7.81% click rate

## Social Media (Past six months)

- Facebook: 9.71 million impressions, 369,574 post engagements, 73,418 clicks.
- Instagram: 2.66 million impressions, 55,412 followers, 98.5k engagements.



## Public Relations Updates: November 19, 2019

## Press coverage from recent months:

- We hosted journalist Archana Ram this past spring on assignment with San Diego magazine. We're thrilled with the coverage! <a href="http://bit.ly/2qgaySH">http://bit.ly/2qgaySH</a>
- TripsToDiscover.com included Bend in their roundup of 10 places to see fall foliage without the crowds.
- SnowBrains.com had a lot of great pre-winter coverage, including pieces on top winter getaways and 10 Barrel's Pray for Snow party.
- *Ski Magazine* included Mt. Bachelor in their roundup of the top 20 resorts in the West: <a href="http://bit.lv/355tjqG">http://bit.lv/355tjqG</a>
- Outside online included Bend in their roundup of the best Pacific NW road trips: http://bit.ly/2XdQNYh
- The *Chicago Tribune* spotlighted Mt. Bachelor's Woodward Park in their roundup of what's new this ski season: <a href="http://bit.lv/33MiUA4">http://bit.lv/33MiUA4</a>
- Travel writer Lynneah Bennet of Twins and Coffee was here in October and produced some lovely content: <a href="http://bit.lv/2NM7LKa">http://bit.lv/2NM7LKa</a>
- We hosted journalist Leslie Kelly last month. She's a freelancer who was on assignment for the *Spokesman Review* out of Spokanne, but also produced an awesome piece for Forbes.com featuring Riff: <a href="http://bit.ly/2Xe9vyV">http://bit.ly/2Xe9vyV</a>. We expect to see more articles out of this visit.
- We took part in a media visit last spring with freelancer Dino Vournas. The coverage just came out last week, and includes the following pieces, among others:
  - o https://www.eastbaytimes.com/2019/10/27/central-oregon-snowshoe-hikes-snowboards-and-skis/
  - o <a href="https://www.eastbaytimes.com/2019/10/24/inn-escapable-oregon-lodges-for-skiers-hikers-and-adventure-seekers/">https://www.eastbaytimes.com/2019/10/24/inn-escapable-oregon-lodges-for-skiers-hikers-and-adventure-seekers/</a>
  - o <a href="https://www.eastbaytimes.com/2019/10/24/central-oregon-sled-dogs-ski-slopes-and-snowmobile-adventures/">https://www.eastbaytimes.com/2019/10/24/central-oregon-sled-dogs-ski-slopes-and-snowmobile-adventures/</a>
  - o <a href="https://www.mercurynews.com/2019/10/27/central-oregon-snowshoe-hikes-snowboards-and-skis/">https://www.mercurynews.com/2019/10/27/central-oregon-snowshoe-hikes-snowboards-and-skis/</a>
  - o <a href="https://www.mercurynews.com/2019/10/24/inn-escapable-oregon-lodges-for-skiers-hikers-and-adventure-seekers/">https://www.mercurynews.com/2019/10/24/inn-escapable-oregon-lodges-for-skiers-hikers-and-adventure-seekers/</a>
  - o <u>Central Oregon: Sled dogs, ski slopes and snowmobile adventures</u>
- Popular travel influencers YTravel visited Bend over the summer and produced some fantastic coverage: <a href="https://www.ytravelblog.com/things-to-do-in-bend-oregon/">https://www.ytravelblog.com/things-to-do-in-bend-oregon/</a>
- We brought Catherine Ryan Gregory back for another visit (she's a Portland freelancer who writes for *Glamour, Cosmopolitan, Parents, Women's Health*, and Scary Mommy and also has her own social media). We're very happy with her piece on fall travel to Bend: <a href="https://toandfrofam.com/bend-oregon-fall/">https://toandfrofam.com/bend-oregon-fall/</a>

## Upcoming coverage and recent media visits

- We have a piece coming later this month (November) in *Men's Journal*, which will feature a number of Bend restaurants, Oxford Hotel and The Riverhouse, the Three Sisters Scenic Bikeway, PPP, and more
- Fodors has a piece coming this fall titled "20 Ultimate Experiences in Portland," but it will have a Bend component and mention the Bend Ale Trail.
- In October we partnered with Pronghorn to entertain a group of 8 travel journalists they brought out for a FAM visit. We had a great time introducing them to Bend, and have already seen some story assignments resulting from it (including a beer-centric piece slated to run in *Seattle* magazine in January).
- Last week we hosted freelancers Erick and Karyn Wofford for a five-night trip (thank you to Riverhouse and LOGE for the accommodations!) They had an amazing time, and texted from the airport saying they've already had several pitches picked up. More news to come!
- The Alaska Airlines in-flight magazine will have a Bend piece included in their December issue. It spotlights the Bend Ale Trail, the Roundabout Art Route, and several hiking trails in the area.