

VISIT BEND

OR



BOARD OF DIRECTORS MEETING

03.19.2024

AGENDA



- A. Introductions (Todd)
- B. Approval of Prior Meeting Minutes - January 2024
- C. Financial Report for FY 24 Year-to-Date (Wanda)
- D. Tourism Industry Briefing (Nate)
 - a. TRT through January 2024
 - b. STR (hotel) + AirDNA (vacation rental) lodging data
- E. Marketing + Communications
 - a. Website Launch (Nate + Laurel)
 - b. Content + Production Updates (Nate + Elena)
 - c. Paid Media and Influencer Updates (Kelli)
 - d. Social/UGC + Owned (Justin)
 - e. Public Relations + Communications Update (Jen)
- F. Program Updates
 - a. Bend Cultural Tourism Fund (Valerie)
 - b. Bend Sustainability Fund/General Sustainability Updates (Nate)
- G. President/CEO Search Process (Todd)
- H. Board Roundtable (Todd)
- I. Community Roundtable (Todd)

SAY HI!

INTRODUCTIONS

Please introduce yourself as your full name and organization you're representing.

MEETING MINUTES

JAN '24 AND FEB '24 MINUTES: REVIEW, MOTION, APPROVE

FINANCIAL NARRATIVE, P+L FOR VISIT BEND AND GRANT PROGRAMS, ACCOUNT SUMMARIES

FINANCIAL REPORTING PACKAGE

WANDA TIGARD - PERFECT BALANCE ACCOUNTING

VALERIE WILSON - VP, POLICY + OPERATIONS (VISIT BEND)

- Revenue was \$66.9K less than budgeted for the month of February 2024. City Funding was less than budget by \$61K, with Retail Sales at \$4.7K less than budget. Total Revenue year-to-date is at \$80.5K less than budget, due to lower receipts in all revenue categories.
- February 2024 Personnel expenditures were \$21K less than budget, due to the Executive Director vacancy. Year-to-date Personnel expenditures came in at \$53K less than budget.
- Grant Programs were \$14K less than budget for February 2024, and \$15.5K less than budget for year-to-date. This reflects the increased City Funding receipts in July & August and decreased receipts in the following months, of which a percentage is passed on to the grant programs.
- Sales & Marketing expenditures were \$100K less than budget for February 2024, due to savings in most line items. Year-to-date shows \$297K less than budget. There are savings in most line items, some of which reflect timing issues and will be expended as the year progresses, while others are deliberate savings planned in an effort to offset the lower than budgeted revenue year-to-date.
- February 2024 Overhead expenses came in at \$3.6K higher than budget, due to Professional Fees for Legal and Consulting services. Year-to-date Overhead expenditures are at \$36K higher than budget for the same reasons, as well as the non-budgeted Hiring expenses.
- February 2024 came in with a Net Deficit of \$93.4K, which was \$81K better than budget for the month, due largely to the savings in Marketing expenditures. Year-to-date Net Surplus is \$198K better than budget, due to the savings in Marketing expenditures discussed above.

Visit Bend									
Budget-to-Actual P&L Analysis									
For the period ended February 29, 2024									
	February 2024				Year-to-Date thru 2/29/24				
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %	
TOTAL REVENUE	212,038	278,900	(66,862)	(24.0%)	3,651,618	3,732,100	(80,482)	(2.16%)	
EXPENDITURES									
Total Personnel	97,188	118,486	(21,298)	(18.0%)	945,289	997,888	(52,599)	(5.27%)	
Total Grant Programs	47,076	60,800	(13,724)	(22.6%)	808,533	824,000	(15,467)	(1.88%)	
Total Visitor Development	1,000	17,500	(16,500)	(94.3%)	178,960	128,000	50,960	39.81%	
Total Sales & Marketing	132,475	232,300	(99,825)	(43.0%)	1,333,919	1,631,334	(297,415)	(18.23%)	
Total Overhead	27,687	24,092	3,595	14.9%	239,634	203,532	36,102	17.74%	
TOTAL EXPENDITURES	305,426	453,178	(147,752)	(32.6%)	3,506,335	3,784,754	(278,419)	(7.36%)	
NET SURPLUS (DEFICIT)	(93,388)	(174,278)	80,890	(46.4%)	145,284	(52,654)	197,938	(375.92%)	

Bend Cultural Tourism Fund								
Budget vs Actual P&L Activity								
For the period ended February 29, 2024								
	February 2024				Year-to-Date thru 2/29/2024			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Total Revenue	\$ 15,692	\$ 20,300	\$ (4,608)	(22.7%)	\$ 269,371	\$ 274,700	\$ (5,329)	(1.9%)
Total Operating Expenditures	\$ 8,155	\$ 9,200	\$ (1,046)	(11.4%)	\$ 33,915	\$ 46,800	\$ (12,885)	(27.5%)
Net Surplus (Deficit)	\$ 7,538	\$11,100	\$ (3,562)	(32.1%)	\$235,456	\$ 227,900	\$ 7,556	3.3%
Fund Balance - Before Grants					\$625,052	\$ 624,986	\$ 66	0.0%
Cultural Tourism Fund Grants Paid in FY					\$ 365,375	\$ 300,000	65,375	21.8%
Fund Balance - After Grants					\$259,677	\$ 324,986	\$ (65,309)	(20.1%)
* Budgeted at 7.5% of Total Visit Bend City Funding revenue for FY 2024								

Bend Sustainability Fund								
Budget vs Actual P&L Activity								
For the period ended February 29, 2024								
	February 2024				Year-to-Date thru 2/29/2024			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Total Revenue	\$ 31,384	\$ 40,900	\$ (9,516)	(23.3%)	\$ 544,037	\$ 552,500	\$ (8,463)	(1.5%)
Total Operating Expenditures	\$ 1,500	\$ 800	\$ 900	112.5%	\$ 14,541	\$ 18,700	\$ (698)	(3.7%)
Net Surplus (Deficit)	\$ 29,884	\$ 40,100	\$ (10,416)	(26.0%)	\$ 529,497	\$ 533,800	\$ (7,765)	(1.5%)
Fund Balance - Before Grants					\$1,427,393	\$1,387,059	\$ 40,334	2.9%
Bend Sustainability Fund Grants Paid in FY					\$ 579,996	\$ 865,000	(285,004)	(32.9%)
Fund Balance - After Grants					\$ 847,397	\$ 522,059	\$ 325,338	62.3%
* Budgeted at 15% of Total Visit Bend City Funding revenue for FY 2024								

Operating Account

\$568,970

Bend Sustainability Fund

\$818,088

Bend Cultural Tourism Fund

\$246,303

Rainy Day Fund

\$487,773

Wind Down Fund

\$107,464

*\$300,000 moved into 7-month CD - interest rate = 4.25%

*\$100,000 moved into 7-month CD - interest rate = 4.25%

DATA FROM CITY OF BEND, STR, AND AIRDNA

TOURISM INDUSTRY BRIEFING

NATE WYETH - VP, MARKETING + COMMUNICATIONS (VISIT BEND)

STR DEMAND (Feb '24)

48,790

STR ADR (Feb '24)

\$112.09

AIRDNA DEMAND (Feb '24)

15,043

AIRDNA ADR (Feb '24)

\$224.82

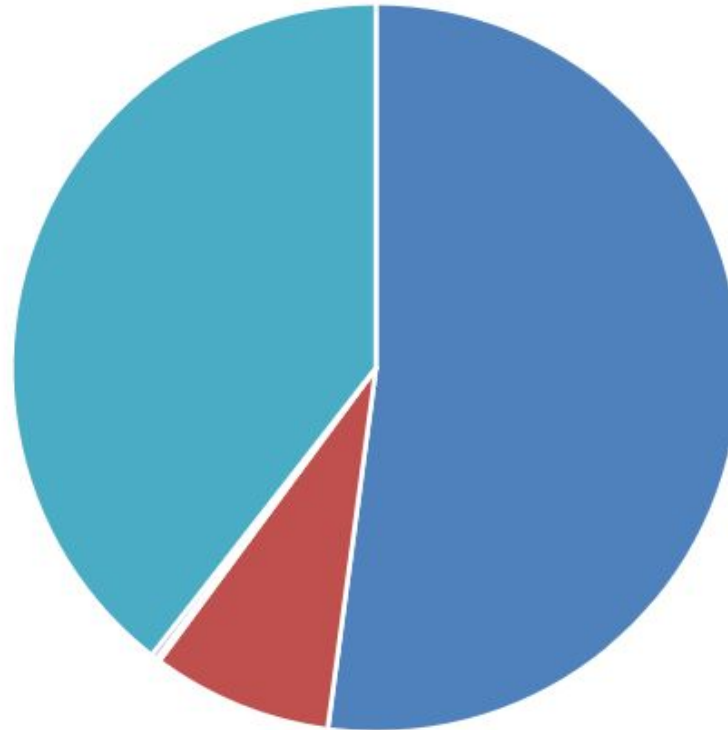
DESCHUTES COUNTY - TRT COLLECTION

	FY17/18	CHANGE	FY 18/19	CHANGE	FY19/20	CHANGE	FY20/21	CHANGE	FY21/22	CHANGE	FY22/23	CHANGE	FY23/24	CHANGE
JUL	\$ 1,514,978	5.9%	\$ 1,667,996	10.1%	\$ 1,748,181	4.8%	\$ 1,690,203	-3.3%	\$ 2,295,727	35.8%	\$ 2,586,540	12.7%	\$ 2,565,305	-0.8%
AUG	\$ 1,468,425	20.7%	\$ 1,413,522	-3.7%	\$ 1,555,799	10.1%	\$ 1,719,672	10.5%	\$ 2,090,076	21.5%	\$ 2,099,469	0.4%	\$ 2,087,111	-0.6%
SEP	\$ 529,022	-7.9%	\$ 610,968	15.5%	\$ 793,230	29.8%	\$ 843,768	6.4%	\$ 1,031,327	22.2%	\$ 1,051,435	1.9%	\$ 1,041,361	-1.0%
OCT	\$ 394,256	39.3%	\$ 364,516	-7.5%	\$ 354,406	-2.8%	\$ 863,986	143.8%	\$ 612,353	-29.1%	\$ 661,739	8.1%	\$ 594,840	-10.1%
NOV	\$ 266,930	16.6%	\$ 286,147	7.2%	\$ 297,571	4.0%	\$ 447,254	50.3%	\$ 537,384	20.2%	\$ 497,445	-7.4%	\$ 488,910	-1.7%
DEC	\$ 421,618	-7.0%	\$ 472,507	12.1%	\$ 554,419	17.3%	\$ 705,084	27.2%	\$ 826,847	17.3%	\$ 759,709	-8.1%	\$ 715,793	-5.8%
JAN	\$ 315,236	15.7%	\$ 414,665	31.5%	\$ 471,140	13.6%	\$ 761,842	61.7%	\$ 784,606	3.0%	\$ 722,508	-7.9%		-100.0%
FEB	\$ 277,310	6.9%	\$ 351,432	26.7%	\$ 362,855	3.3%	\$ 686,770	89.3%	\$ 690,582	0.6%	\$ 629,911	-8.8%		-100.0%
MAR	\$ 407,138	14.7%	\$ 343,289	-15.7%	\$ 159,828	-53.4%	\$ 792,257	395.7%	\$ 952,317	20.2%	\$ 648,993	-31.9%		-100.0%
APR	\$ 272,934	15.6%	\$ 406,383	48.9%	\$ 33,029	-91.9%	\$ 699,039	2016.4%	\$ 959,041	37.2%	\$ 699,744	-27.0%		-100.0%
MAY	\$ 406,280	4.0%	\$ 524,883	29.2%	\$ 224,100	-57.3%	\$ 853,148	280.7%	\$ 775,228	-9.1%	\$ 755,425	-2.6%		-100.0%
JUN	\$ 761,871	11.5%	\$ 973,143	27.7%	\$ 1,006,259	3.4%	\$ 1,422,603	41.4%	\$ 1,540,542	8.3%	\$ 1,465,786	-4.9%		-100.0%
FYTD	\$ 4,595,229	9.7%	\$ 4,815,656	4.8%	\$ 5,303,606	10.1%	\$ 6,269,967	18.2%	\$ 7,393,714	17.9%	\$ 7,656,337	3.6%	\$ 7,493,321	-2.1%
FY END	\$ 7,035,998	10.2%	\$ 7,829,451	11.3%	\$ 7,560,817	-3.4%	\$ 11,485,626	51.9%	\$ 13,096,030	14.0%	\$ 12,578,704	-4.0%	\$ 7,493,321	-40.4%

CITY OF BEND - TRT COLLECTION

	FY17/18	CHANGE	FY18/19	CHANGE	FY19/20	CHANGE	FY20/21	CHANGE	FY21/22	CHANGE	FY22/23	CHANGE	FY23/24	CHANGE
JUL	\$ 1,415,547	13.0%	\$ 1,392,621	-1.6%	\$ 1,577,435	13.3%	\$ 1,236,038	-21.6%	\$ 2,103,826	70.2%	\$ 2,171,219	3.2%	\$ 2,307,514	6.3%
AUG	\$ 1,347,492	21.4%	\$ 1,343,926	-0.3%	\$ 1,458,091	8.5%	\$ 1,324,905	-9.1%	\$ 1,750,688	32.1%	\$ 1,934,363	10.5%	\$ 1,827,425	-5.5%
SEP	\$ 820,801	-2.2%	\$ 945,580	15.2%	\$ 1,021,681	8.0%	\$ 883,269	-13.5%	\$ 1,286,021	45.6%	\$ 1,476,579	14.8%	\$ 1,405,013	-4.8%
OCT	\$ 650,738	-2.1%	\$ 734,036	12.8%	\$ 795,824	8.4%	\$ 901,163	13.2%	\$ 1,019,624	13.1%	\$ 1,068,055	4.7%	\$ 1,038,630	-2.8%
NOV	\$ 426,303	-7.1%	\$ 495,457	16.2%	\$ 539,082	8.8%	\$ 489,540	-9.2%	\$ 765,636	56.4%	\$ 695,613	-9.1%	\$ 676,928	-2.7%
DEC	\$ 506,919	-6.4%	\$ 567,940	12.0%	\$ 592,581	4.3%	\$ 524,108	-11.6%	\$ 775,699	48.0%	\$ 772,035	-0.5%	\$ 709,653	-8.1%
JAN	\$ 475,959	1.8%	\$ 554,007	16.4%	\$ 595,797	7.5%	\$ 626,991	5.2%	\$ 853,484	36.1%	\$ 808,091	-5.3%	\$ 598,686	-25.9%
FEB	\$ 499,784	5.1%	\$ 533,904	6.8%	\$ 656,403	22.9%	\$ 635,546	-3.2%	\$ 912,789	43.6%	\$ 795,392	-12.9%		-100.0%
MAR	\$ 673,381	-1.9%	\$ 741,513	10.1%	\$ 335,846	-54.7%	\$ 967,399	188.0%	\$ 1,130,033	16.8%	\$ 965,623	-14.5%		-100.0%
APR	\$ 690,587	8.6%	\$ 737,773	6.8%	\$ 120,155	-83.7%	\$ 953,833	693.8%	\$ 1,202,511	26.1%	\$ 995,855	-17.2%		-100.0%
MAY	\$ 803,357	4.8%	\$ 915,959	14.0%	\$ 311,063	-66.0%	\$ 1,050,833	237.8%	\$ 1,235,754	17.6%	\$ 1,229,384	-0.5%		-100.0%
JUN	\$ 1,081,683	5.9%	\$ 1,210,933	11.9%	\$ 770,499	-36.4%	\$ 1,481,491	92.3%	\$ 1,544,686	4.3%	\$ 1,778,528	15.1%		-100.0%
FYTD	\$ 5,643,759	5.8%	\$ 6,033,567	6.9%	\$ 6,580,491	9.1%	\$ 5,986,014	-9.0%	\$ 8,554,978	42.9%	\$ 8,925,955	4.3%	\$ 8,563,850	-4.1%
FY End	\$ 9,392,551	5.3%	\$ 10,173,649	8.3%	\$ 8,774,457	-13.8%	\$ 11,075,116	26.2%	\$ 14,580,751	31.7%	\$ 14,690,737	0.8%	\$ 8,563,850	-41.7%

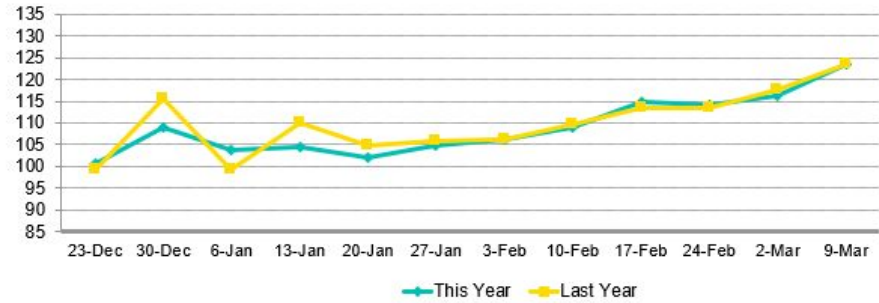
January



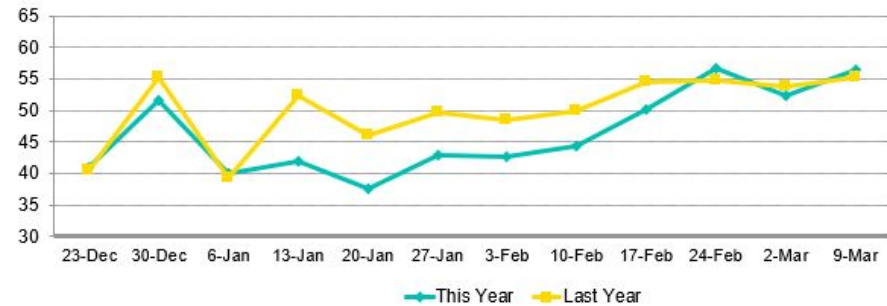
Hotel = \$314,313
Vacation Rental = \$48,397
B&B = \$980
RV Park = \$1,544
Airbnb = \$237,863

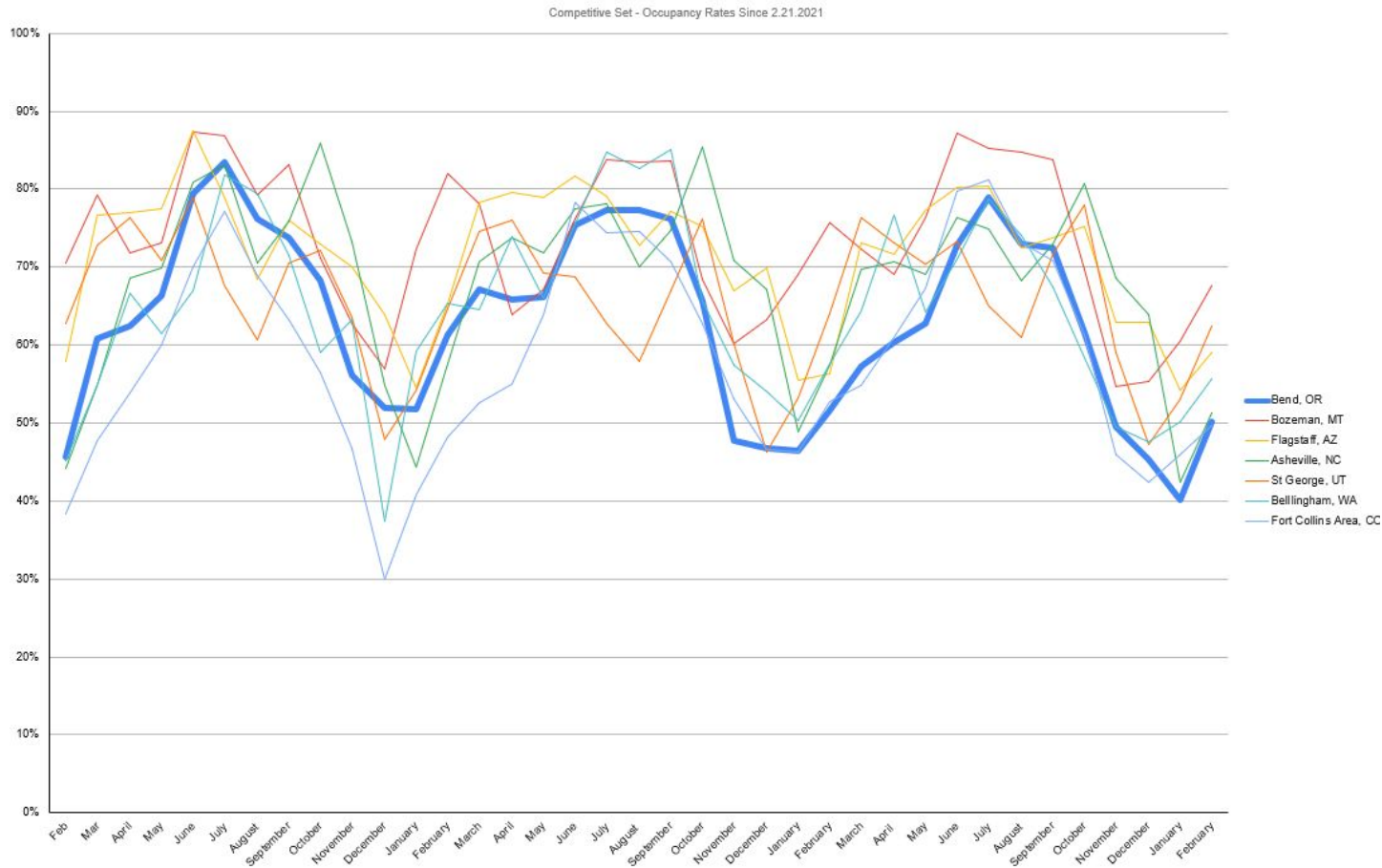
■ Hotel ■ Vacation Rental ■ B&B ■ RV Park ■ Airbnb

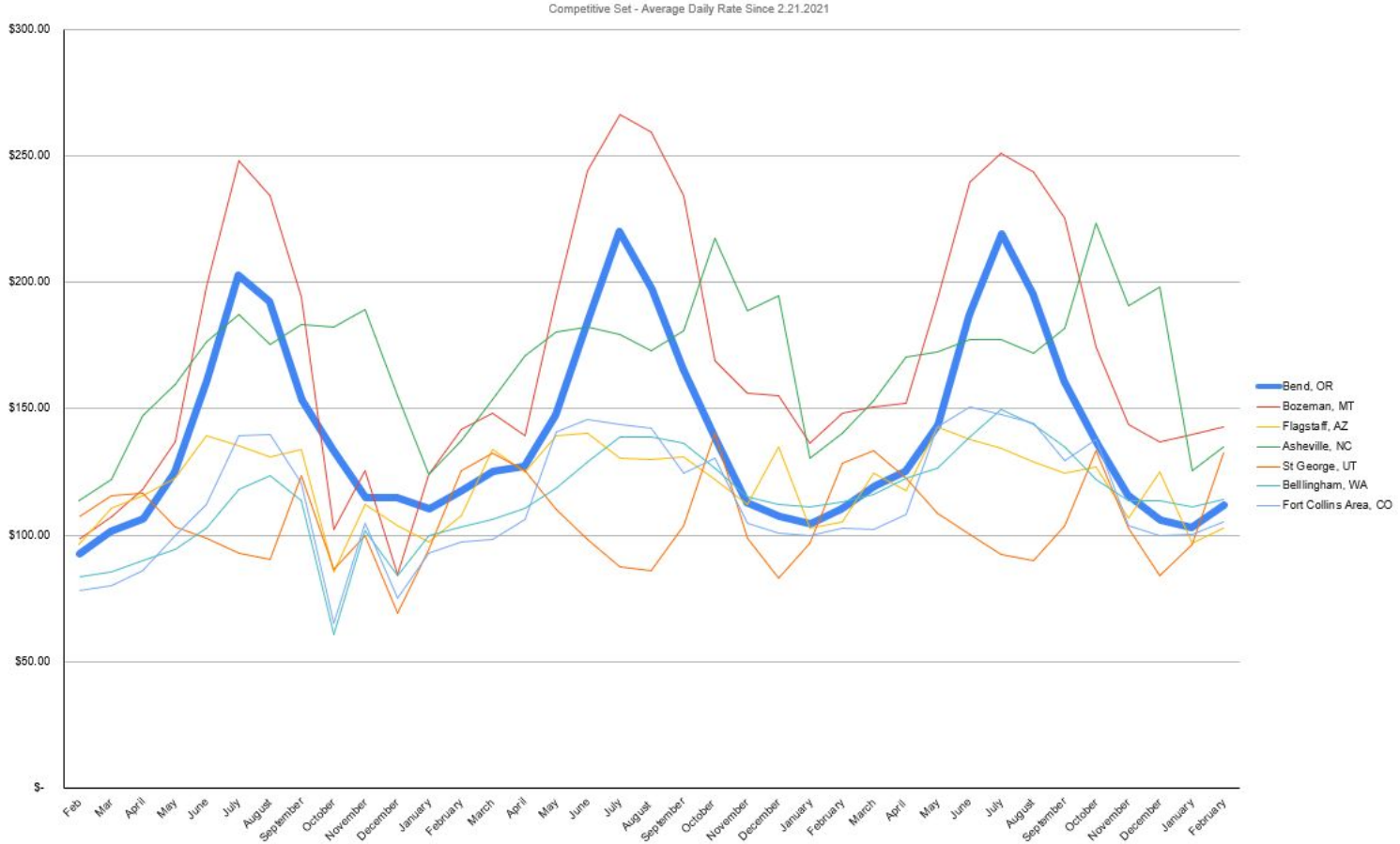
Weekly ADR - Dec 23, 2023 to Mar 09, 2024



Weekly Occ (%) - Dec 23, 2023 to Mar 09, 2024







17

WEB, SOCIAL, EMAIL, INFLUENCER, CONTENT, PR

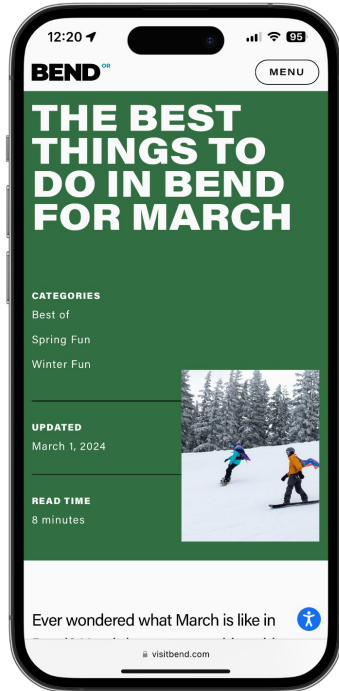
MARKETING + PR UPDATES

VISIT BEND MARKETING TEAM

MARKETING + COMMS UPDATES

OVERVIEW

- Website performance increasing among key metrics
- Content marketing updates
- Social performance
- Email campaigns
- Influencer marketing partnerships
- Paid media performance
- PR + Comms Update



INCREASING WEB STATS

TIME ON SITE, PAGES PER VISIT, CONVERSIONS ALL UP

- Engagement time per session is up 32.09% YOY
- Engagement rate per session is up 17.9%
- Primary drivers of traffic include organic search, direct, and social/referral
- Organic Search CTR is up 36% YOY, Organic search avg. position has increased 119%
- Visit Bend's website accessibility score rated in the top 3% of accessible websites in the world.



WEBSITE UPDATES

REAL REEL LANDING PAGE

Launching next week, Visit Bend's new brand video, The Real Reel, will live on a newly designed landing page built out to celebrate the people and places that make Bend so special.

An always-on campaign serving up targeted, shorter vignettes will drive traffic to this page throughout the year and is complimentary of other ongoing campaigns.

RECENT PHOTO AND VIDEO WORK

CONTENT PRODUCTION

NATE WYETH - VP, MARKETING + COMMUNICATIONS (VISIT BEND)

WINTER CONTENT

FEBRUARY - NOW, 2024

Winter came a bit late this year, but it's been really good the last few weeks.

Currently capturing families to balance out the content that we have captured in previous years (active adventurers).



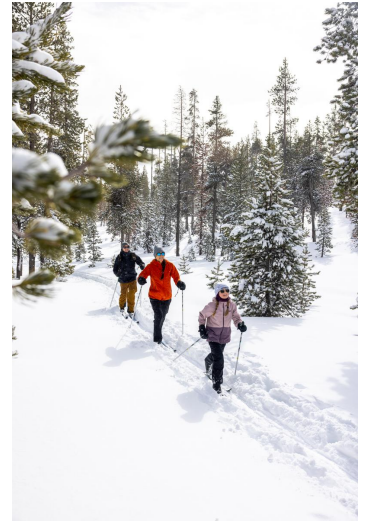
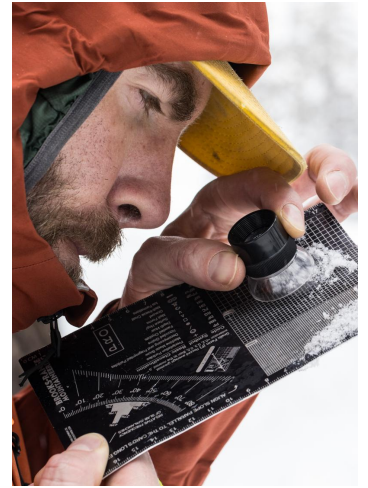


RECENT VIDEO WORK

- Mt. Bachelor Marathon Dog Sledding
- Wanoga Family Sledding
- Mt. Bachelor Skate Ski Lesson
- Mt. Bachelor Snowboarding Family
- Winterfest Old Mill Family
- Mt. Bachelor Terrain Park Family
- Spring Advertisements
 - ◆ Truly Amazed
 - ◆ First Time for Everything
 - ◆ Childlike Wonder

RECENT PHOTO WORK

- ➔ Mt. Bachelor Marathon Dog Sledding
- ➔ Wanoga Family Sledding
- ➔ Mt. Bachelor Skate Ski Lesson
- ➔ Mt. Bachelor Snowboarding Family
- ➔ Winterfest Old Mill Family
- ➔ AIARE Avalanche 1 Class
- ➔ Swampy Nordic Skiing Family
- ➔ Mt Bachelor Terrain Park Family

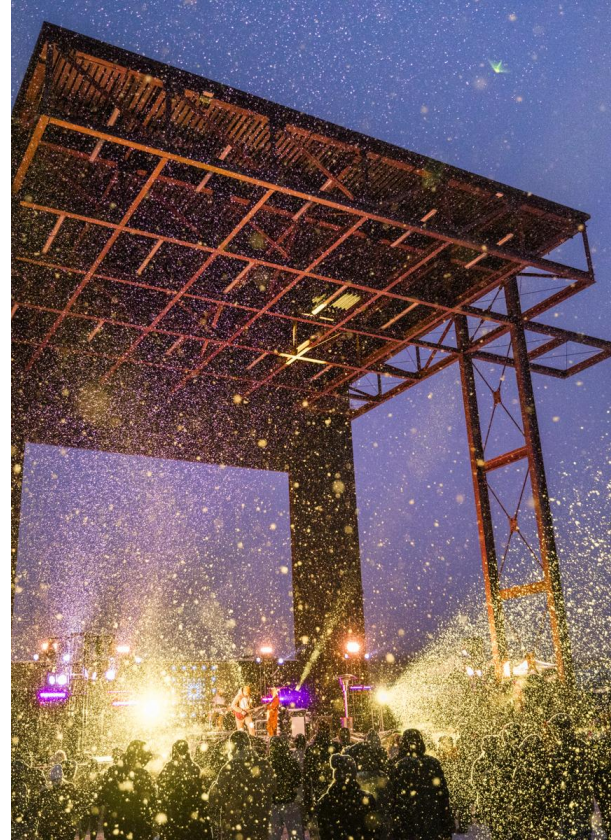


UPCOMING CONTENT

LOOKING FORWARD

Shoots coming up —

- High Desert Museum multi generational family (focused on more interior exhibits)
- Backcountry Snowboarding
- Snowshoe with a ranger at Mt Bachelor
- Painted Hills hiking
- Wanderlust concert in a cave
- Whitewater kayaking



SOCIAL + EMAIL UPDATES

SOCIAL MEDIA AND UGC PARTNERSHIPS

JUSTIN KEYES-BUNDY – DIGITAL CONTENT MANAGER (VISIT BEND)

SOCIAL MEDIA HIGHLIGHTS [JAN-MAR]

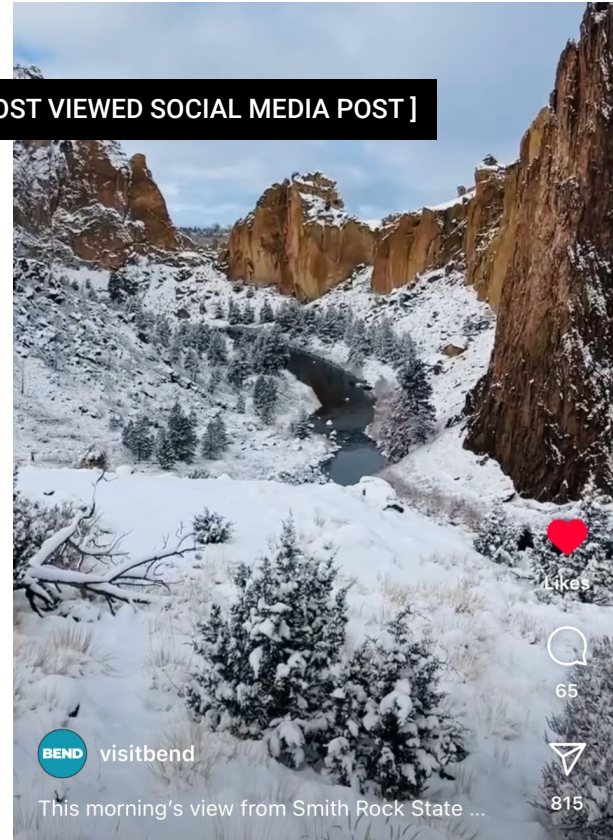
FACEBOOK + INSTAGRAM

- 2.1M Reach [Facebook + Instagram]
- 28.4K Profile Visits [Facebook + Instagram]
- + 3.4K Followers [Instagram]
- 116 Published pieces of content [Facebook + Instagram]

TIKTOK

- 60.2K Video Views
- 45.1K Reach

[MOST VIEWED SOCIAL MEDIA POST]



USER GENERATED CONTENT + PARTNERSHIPS



GENERATING INTEREST IN BEND

PAID MEDIA + INFLUENCER UPDATES

KELLI CARROW — MARKETING MANAGER (VISIT BEND)

PAID MEDIA

LAST 3 MONTHS

Among all paid media efforts, social ads are the highest performers.

Total analytics, including social media, CTV, display, programmatic video, search, and YouTube:

- Impressions: 14,630,034
- Clicks: 43,928
- Video Views: 4,425,278





INFLUENCER PROGRAM TO DATE

- Estimated Media Value: \$11.4M
- Reach: 10,410,798
- Engagement: 911,082
- 7 remaining partnerships this FY

← @alifeonpaws | Jan. 11-14, 2024

GENERATING INTEREST IN BEND

PUBLIC RELATIONS UPDATES

JENNIFER HOBSON-HINSLEY (JLH MEDIA)

PUBLIC RELATIONS

Recent Coverage

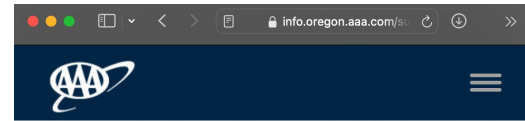
Recent PR coverage continues to focus on more local efforts intended to shift community sentiment and educate folks about the industry (and Visit Bend)

→ Visit Bend national coverage:

- ◆ AAA Magazine; Sustainable Tourism: Protecting Communities and Environments for Future Generations

→ Regional Coverage:

- ◆ Nate Wyeth interview with Source Weekly
- ◆ Bend Don't Break podcast
- ◆ Out Central Oregon Winter Pride Coverage
- ◆ Holiday weekend travel interviews mentioning the importance of tourism in the shoulder season



teach classes on the subject, and Montgomery founded and now directs the Sustainable Tourism Lab at OSU-Cascades.

“Sustainable tourism is trying to find that balance between the economy, the community and the environment, where the costs and benefits for both the resident and the visitor, are in equilibrium,” Montgomery said. “Most tourists view their visit as a positive thing, [because it provides] revenue for the community. But there are also these externalities—additional impacts on the community and especially on the environment.”



The team at OSU-Cascades Sustainable Tourism Lab with founder Tood Montgomery at center. | Photo Courtesy: Marvin Walder

By definition, sustainable tourism aims to preserve a destination for future generations of visitors and local residents alike. “Idaho is a special place and

AVE last two months: \$25k



CURRENT PR EFFORTS UNDERWAY

We're currently in the process of pitching two more national pieces:

- COMMUNITY SENTIMENT SHIFT
- OAS TURNS + BERMS

UPDATES ON VISIT BEND'S CULTURAL TOURISM FUND GRANT PROGRAM

BEND CULTURAL TOURISM FUND

VALERIE WILSON - VP, OPERATIONS + POLICY (VISIT BEND)

BCTF

- Application period closed on March 7th at 5:00 p.m.
 - ◆ 15 Large Marketing Grant applications received
 - ◆ 9 Small Marketing Grant applications received
- Conversation with Funders hosted by Oregon Cultural Trust: March 29th, noon - 4:00 p.m. at Open Space Studios
- Grant Review Meeting is scheduled for April 3rd
- BCTF Commission funding recommendations will be sent to the Board following the meeting.
- Board Approval will be on May 21st Board Meeting agenda.



BSF, STRATEGIC PARTNERSHIPS, LNT, RESPONSIBLE TOURISM

VISIT BEND SUSTAINABILITY UPDATES

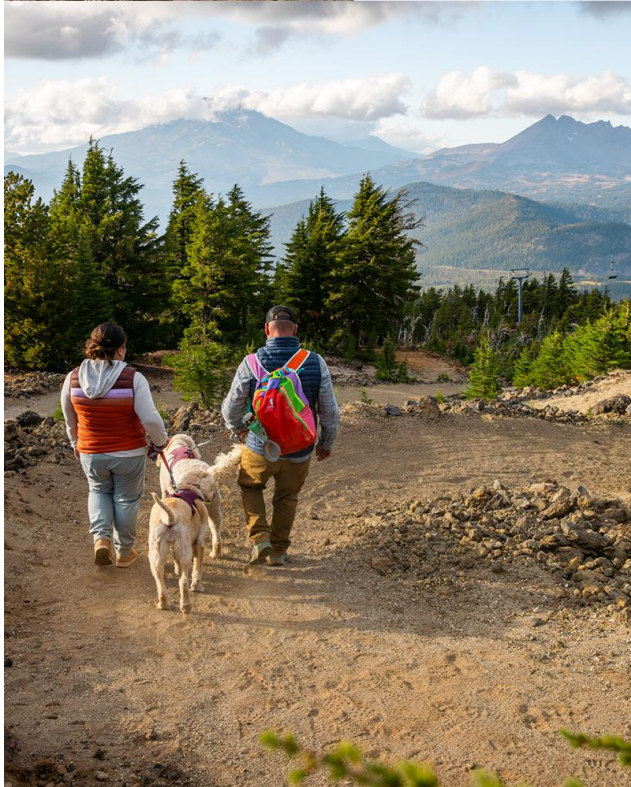
SERENA GORDON - SUSTAINABILITY DIRECTOR (VISIT BEND)

NATE WYETH - VP, MARKETING + COMMUNICATIONS (VISIT BEND)

SUSTAINABILITY INITIATIVES

Driving Visit Bend's sustainability efforts to enhance community vibrancy through tourism; harnessing economic, social, and environmental strategies.





BEND SUSTAINABILITY FUND

PROJECT UPDATES

- High Desert Museum playscape to be completed early May
- Discover Park Art Corridor + Miller's Landing projects are moving towards meeting their contingencies
- Construction on The Catalyst project is in full swing, opening planned for mid-to-late summer
- All project reports are due in May

PROGRAM UPDATES

- Two open seats on the Advisory Council
- Trust Based Philanthropy work is underway
- New BSF program video will be complete this calendar year



OTHER SUSTAINABILITY UPDATES

STRATEGIC PARTNERS

- Leave No Trace: Winter, fly-fishing, paddling and mountain biking principles being incorporated into VB.com
- Central Oregon LandWatch continues to guide growth, preserve farm and forest land, and keep the community informed - check out their 2023 Impact Report
- The Conservation Alliance winter funding cycle underway
- FY25 Strategic Partnerships in process

COMMUNITY ENGAGEMENT

- Think X Collective
- Travel Beyond Podcast
- CarbonHero Co2E 2023 audit in process
- Panel discussion at Governor's Conference

VISIT BEND CEO SEARCH UPDATE

TODD MONTGOMERY - VISIT BEND BOARD CHAIR

BOARD ROUNDTABLE

TODD MONTGOMERY - VISIT BEND BOARD CHAIR

PUBLIC ROUNDTABLE

PUBLIC BOARD MEETING ATTENDEES



THANK YOU