



# VISIT BEND

OR

**BOARD OF DIRECTORS MEETING**

09.16.2025

# AGENDA



## 9:00 A.M. - Begin Meeting

- A. Introductions (Brandon)
  - B. Approval of Prior Meeting Minutes - May 2025 (Brandon)
  - C. Financial Reports for FYTD FY 26 (Daniel)
    - a. Financial Approval (Brandon)
  - D. Summer Tourism Industry Briefing (Nate)
    - a. STR (hotel) + AirDNA (vacation rental) lodging data
    - b. FY 25 year-end TRT Collections
  - E. Summer Marketing Efforts (Nate)
  - F. Destination Stewardship (Zavi)
    - a. BCTF + BSF Timeline
  - G. Invest Bend Presentation (City of Bend)
  - H. Board Roundtable (Brandon)
  - I. Community Roundtable (Brandon)
- End Public Meeting

**10:30 - 11:15:** Visit Bend Board Industry Interviews and Objective setting for Invest Bend

**SAY HI!**

# INTRODUCTIONS

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

# MEETING MINUTES

MAY '25 MINUTES: REVIEW, MOTION, APPROVE

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

# **FINANCIAL REPORTING PACKAGE**

DANIEL ELDER - OPERATIONS DIRECTOR - VISIT BEND

- **Revenue** was \$16.2K worse than budget for August 2025, due to a slight down tick in City Funding receipts for the month offset slightly by very healthy Retail Sales. Revenue for year-to-date is \$41.2K better than budget through August 31, 2025.
- August 2025 **Personnel expenditures** were \$4.5K less than budget for the month, and are at \$7.5K less than budget for the year-to-date.
- **Grant Programs** were \$4.5K less than budget for August 2025. This reflects the slight down tick in City Funding receipts, of which a percentage is passed on to the grant programs. Year-to-date Grant Program expenditures are \$7.5K better than budget.
- **Sales & Marketing expenditures** for August 2025 were \$24.4K less than budget for the month, with year-to-date at \$19.6K less than budget.
- August 2025 **Overhead expenses** were \$7.9K less than budget for the month due to the timing of some expenditures (Education & Training specifically offset from prior month overage). Year-to-date Overhead expenditures are at \$6.4K less than budget through August 31, 2025.
- August 2025 ended with a **Net Surplus** of 368K, which was better than budget by \$27.5K due to the above discussed savings in expenditures. Year-to-date Net Surplus is \$73.6K better than budget, due to healthy July revenue and savings in expenditures in August.
- **Cash on hand** increased in August 2025 by around \$110K due to summer months TRT receipts, with a total cash balance of \$2,621,534.
- **The Balance Sheet remained healthy** as of August 2025, with no variances of note.

## Visit Bend

### Budget-to-Actual P&L Analysis

For the period ended August 31, 2025

	August 2025				Year-to-Date thru 8/31/25			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
<b>TOTAL REVENUE</b>	<b>792,319</b>	<b>808,500</b>	<b>(16,181)</b>	<b>(2.0%)</b>	<b>1,433,261</b>	<b>1,392,100</b>	<b>41,161</b>	<b>2.96%</b>
<b>EXPENDITURES</b>								
Total Personnel	141,575	148,416	(6,841)	(4.6%)	282,848	296,832	(13,984)	(4.71%)
Total Grant Programs	176,172	180,700	(4,528)	(2.5%)	318,123	310,600	7,523	2.42%
Total Sales & Marketing	82,852	107,278	(24,426)	(22.8%)	198,140	217,773	(19,633)	(9.02%)
Total Overhead	23,671	31,541	(7,870)	(25.0%)	51,903	58,282	(6,379)	(10.95%)
<b>TOTAL EXPENDITURES</b>	<b>424,271</b>	<b>467,935</b>	<b>(43,664)</b>	<b>(9.3%)</b>	<b>851,014</b>	<b>883,487</b>	<b>(32,473)</b>	<b>(3.68%)</b>
<b>NET SURPLUS (DEFICIT)</b>	<b>368,048</b>	<b>340,565</b>	<b>27,483</b>	<b>8.1%</b>	<b>582,247</b>	<b>508,613</b>	<b>73,634</b>	<b>14.48%</b>

**Bend Cultural Tourism Fund  
Budget vs Actual P&L Activity  
For the period ended August 31, 2025**

	August 2025				Year-to-Date thru 8/31/2025			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
<b>Total Revenue</b>	\$ 58,724	\$ 60,200	\$ (1,476)	(2.5%)	\$ 106,033	\$ 103,500	\$ 2,533	2.4%
<b>Total Operating Expenditures</b>	\$ 1,752	\$ 1,825	\$ (73)	(4.0%)	\$ 5,018	\$ 6,522	\$ (1,504)	(23.1%)
<b>Net Surplus (Deficit)</b>	<b>\$ 56,972</b>	<b>\$ 58,375</b>	<b>\$ (1,403)</b>	<b>(2.4%)</b>	<b>\$ 101,015</b>	<b>\$ 96,978</b>	<b>\$ 4,037</b>	<b>4.2%</b>
<b>Fund Balance - Before Grants</b>					<b>\$ 467,629</b>	<b>\$ 407,411</b>	<b>\$ 60,218</b>	<b>14.8%</b>
<b>Cultural Tourism Fund Grants Paid in FY</b>					\$ 242,750	\$ 208,000	34,750	16.7%
<b>Fund Balance - After Grants</b>					<b>\$ 224,879</b>	<b>\$ 199,411</b>	<b>\$ 25,468</b>	<b>12.8%</b>

\* Budgeted at 7.5% of Total Visit Bend City Funding revenue for FY 2026

**Bend Sustainability Fund  
Budget vs Actual P&L Activity  
For the period ended August 31, 2025**

	August 2025				Year-to-Date thru 8/31/2025			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
<b>Total Revenue</b>	\$ 117,448	\$ 121,000	\$ (3,552)	(2.9%)	\$ 212,115	\$ 208,100	\$ 4,015	1.9%
<b>Total Operating Expenditures</b>	\$ 5,219	\$ 3,475	\$ 1,744	50.2%	\$ 15,057	\$ 18,775	\$ (3,718)	(19.8%)
<b>Net Surplus (Deficit)</b>	<b>\$ 112,229</b>	<b>\$ 117,525</b>	<b>\$ (5,296)</b>	<b>(4.5%)</b>	<b>\$ 197,058</b>	<b>\$ 189,325</b>	<b>\$ 7,733</b>	<b>4.1%</b>
<b>Fund Balance - Before Grants</b>					<b>\$ 1,065,473</b>	<b>\$ 1,042,584</b>	<b>\$ 22,889</b>	<b>2.2%</b>
<b>Bend Sustainability Fund Grants Paid in FY</b>					\$ -	\$ -	-	
<b>Fund Balance - After Grants</b>					<b>\$ 1,065,473</b>	<b>\$ 1,042,584</b>	<b>\$ 22,889</b>	<b>2.2%</b>

**\* Budgeted at 15% of Total Visit Bend City Funding revenue for FY 2026  
Grants Paid Budget to be determined later in fiscal year**

Operating Account

**\$1,382,322**

Bend Sustainability Fund

**\$1,065,473**

Bend Cultural Tourism Fund

**\$232,379**

Rainy Day Fund

**\$511,528**

Wind Down Fund

**\$107,352**

\*\$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 - SVP, STRATEGY + COMMUNICATIONS - VISIT BEND

STR DEMAND (August '25)

84,072

+7.6% YOY

STR ADR (August '25)

\$206

+11.1% YOY

AIRDNA DEMAND (August '25)

28,254

+4.2% YOY

AIRDNA ADR (August '25)

\$249

+21.5% YOY

# INDUSTRY BRIEFING - TRT COLLECTIONS THROUGH MARCH 2024

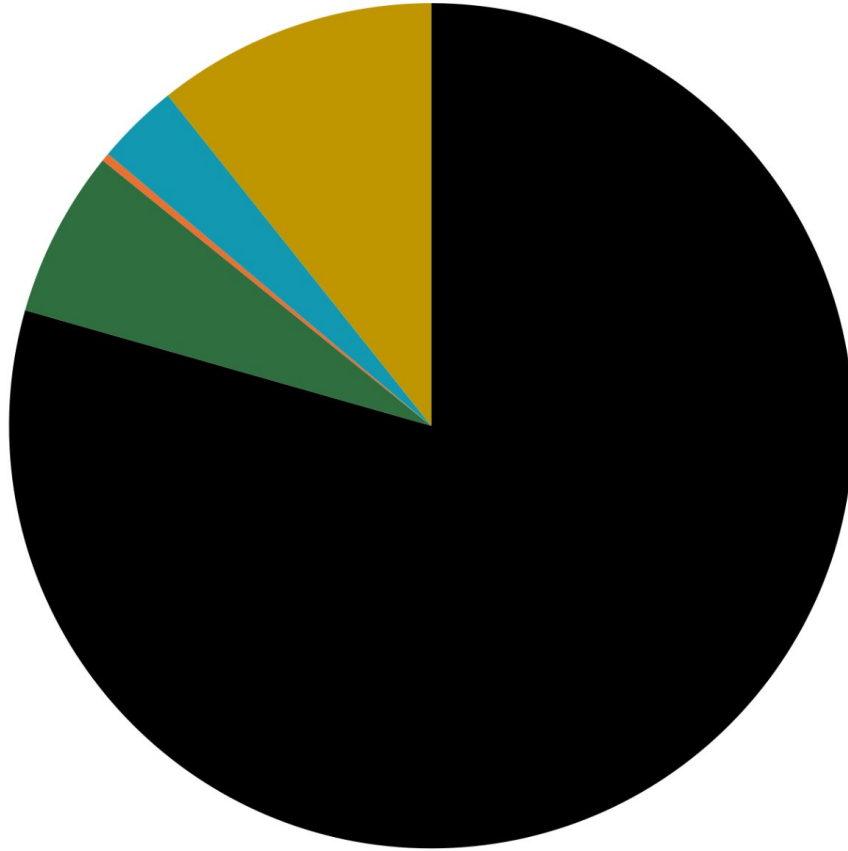
## DESCHUTES COUNTY - TRT COLLECTION

	FY 18/19	CHANGE	FY19/20	CHANGE	FY20/21	CHANGE	FY21/22	CHANGE	FY22/23	CHANGE	FY23/24	CHANGE	FY24/25	CHANGE	FY 25/26	CHANGE
JUL	\$ 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%	\$ 2,569,948	0.2%	\$ 2,578,186	0.3%
AUG	\$ 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%	\$ 1,991,747	-4.6%		-100.0%
SEP	\$ 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%	\$ 970,045	-6.8%		-100.0%
OCT	\$ 364,516	-7.5%	\$ 354,406	-2.8%	\$ 863,986	143.8%	\$ 612,353	-29.1%	\$ 661,739	8.1%	\$ 594,840	-10.1%	\$ 561,597	-5.6%		-100.0%
NOV	\$ 286,147	7.2%	\$ 297,571	4.0%	\$ 447,254	50.3%	\$ 537,384	20.2%	\$ 497,445	-7.4%	\$ 488,910	-1.7%	\$ 522,630	6.9%		-100.0%
DEC	\$ 472,507	12.1%	\$ 554,419	17.3%	\$ 705,084	27.2%	\$ 826,847	17.3%	\$ 759,709	-8.1%	\$ 715,793	-5.8%	\$ 795,668	11.2%		-100.0%
JAN	\$ 414,665	31.5%	\$ 471,140	13.6%	\$ 761,842	61.7%	\$ 784,606	3.0%	\$ 722,508	-7.9%	\$ 630,377	-12.8%	\$ 723,071	14.7%		-100.0%
FEB	\$ 351,432	26.7%	\$ 362,855	3.3%	\$ 686,770	89.3%	\$ 690,582	0.6%	\$ 629,911	-8.8%	\$ 592,725	-5.9%	\$ 610,495	3.0%		-100.0%
MAR	\$ 343,289	-15.7%	\$ 159,828	-53.4%	\$ 792,257	395.7%	\$ 952,317	20.2%	\$ 648,993	-31.9%	\$ 688,300	6.1%	\$ 798,731	16.0%		-100.0%
APR	\$ 406,383	48.9%	\$ 33,029	-91.9%	\$ 699,039	2016.4%	\$ 959,041	37.2%	\$ 699,744	-27.0%	\$ 685,040	-2.1%	\$ 579,070	-15.5%		-100.0%
MAY	\$ 524,883	29.2%	\$ 224,100	-57.3%	\$ 853,148	280.7%	\$ 775,228	-9.1%	\$ 755,425	-2.6%	\$ 818,357	8.3%	\$ 869,145	6.2%		-100.0%
JUN	\$ 973,143	27.7%	\$ 1,006,259	3.4%	\$ 1,422,603	41.4%	\$ 1,540,542	8.3%	\$ 1,465,786	-4.9%	\$ 1,547,217	5.6%	\$ 1,722,177	11.3%		-100.0%
\$	\$ 6,856,308	9.3%	\$ 6,554,558	-4.4%	\$ 10,063,023	53.5%	\$ 11,555,488	14.8%	\$ 11,112,918	-3.8%	\$ 10,908,119	-1.8%	\$ 12,714,324	16.6%	\$ 2,578,186	-79.7%
FY END	\$ 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%	\$ 12,455,336	-1.0%	\$ 12,714,324	1.1%	\$ 2,578,186	-79.3%

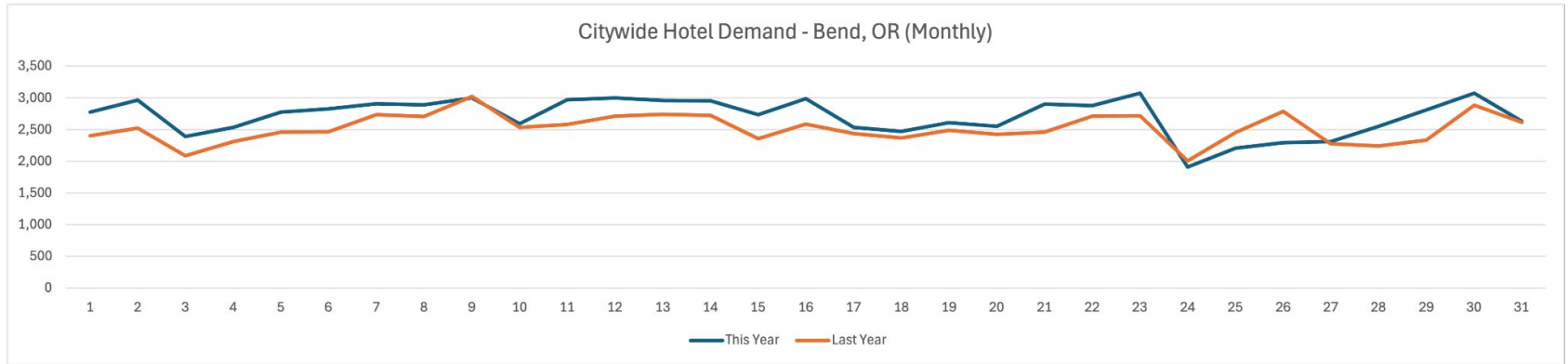
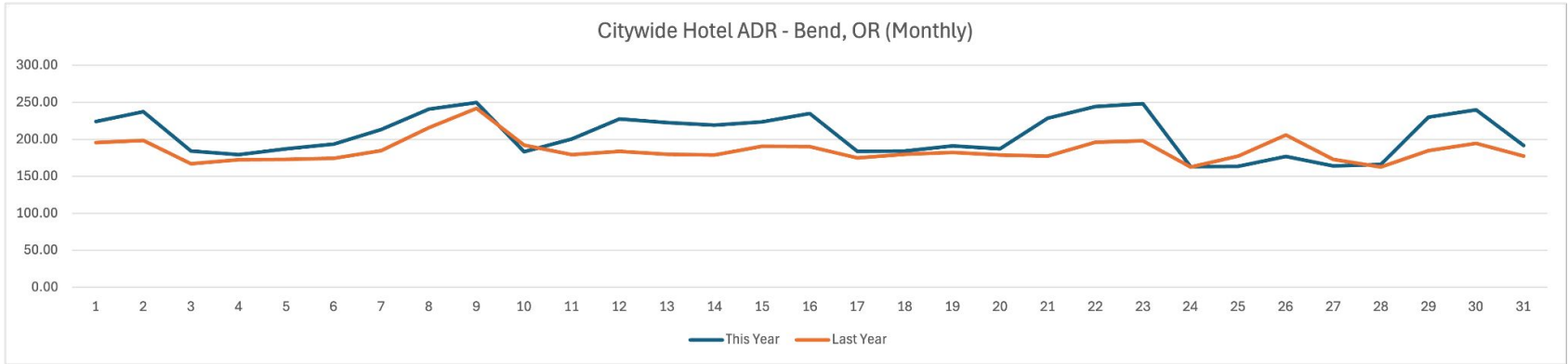
## CITY OF BEND - TRT COLLECTION

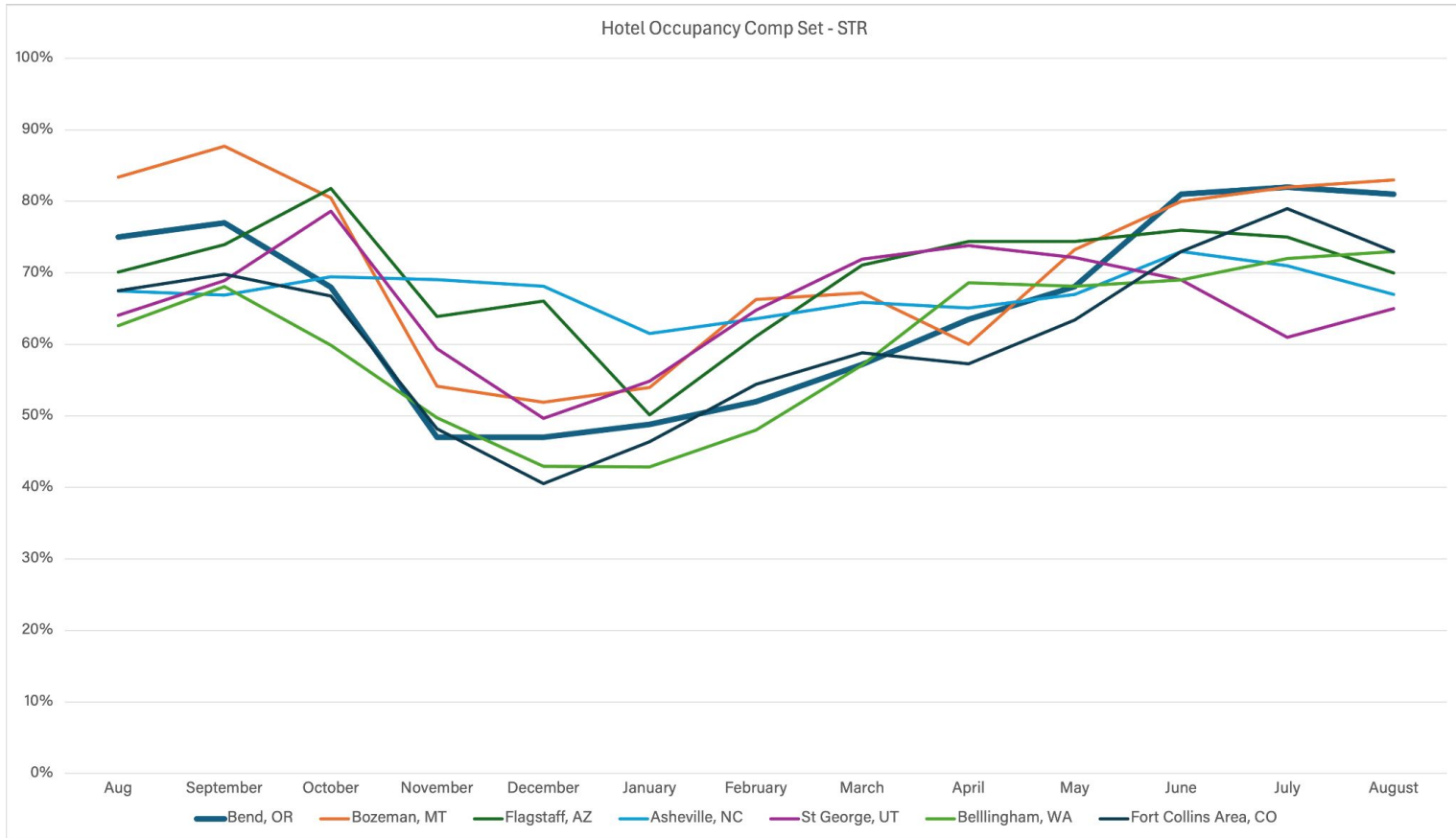
	FY18/19	CHANGE	FY19/20	CHANGE	FY20/21	CHANGE	FY21/22	CHANGE	FY22/23	CHANGE	FY23/24	CHANGE	FY24/25	CHANGE	FY24/25	CHANGE
JUL	\$ 1,392,621	-1.6%	\$ 1,577,435	13.3%	\$ 1,236,038	-21.6%	\$ 2,103,826	70.2%	\$ 2,171,219	3.2%	\$ 2,307,659	6.3%	\$ 2,128,891	-7.7%	\$ 2,233,446	4.9%
AUG	\$ 1,343,926	-0.3%	\$ 1,458,091	8.5%	\$ 1,324,905	-9.1%	\$ 1,750,688	32.1%	\$ 1,934,363	10.5%	\$ 1,827,477	-5.5%	\$ 1,737,356	-4.9%		-100.0%
SEP	\$ 945,580	15.2%	\$ 1,021,681	8.0%	\$ 883,269	-13.5%	\$ 1,286,021	45.6%	\$ 1,476,579	14.8%	\$ 1,405,440	-4.8%	\$ 1,431,393	1.8%		-100.0%
OCT	\$ 734,036	12.8%	\$ 795,824	8.4%	\$ 901,163	13.2%	\$ 1,019,624	13.1%	\$ 1,068,055	4.7%	\$ 1,039,060	-2.7%	\$ 1,102,605	6.1%		-100.0%
NOV	\$ 495,547	16.2%	\$ 539,082	8.8%	\$ 489,540	-9.2%	\$ 765,636	56.4%	\$ 695,613	-9.1%	\$ 677,204	-2.8%	\$ 639,631	-5.5%		-100.0%
DEC	\$ 567,940	12.0%	\$ 592,581	4.3%	\$ 524,108	-11.8%	\$ 775,699	48.0%	\$ 772,035	-0.5%	\$ 710,152	-8.0%	\$ 722,012	1.7%		-100.0%
JAN	\$ 554,007	16.4%	\$ 595,797	7.5%	\$ 626,991	5.2%	\$ 853,484	36.1%	\$ 808,091	-5.3%	\$ 627,949	-22.3%	\$ 787,185	25.4%		-100.0%
FEB	\$ 533,904	6.8%	\$ 656,403	22.9%	\$ 635,546	-3.2%	\$ 912,789	43.6%	\$ 795,392	-12.9%	\$ 766,920	-3.6%	\$ 776,345	1.2%		-100.0%
MAR	\$ 741,513	10.1%	\$ 335,846	-54.7%	\$ 967,399	188.0%	\$ 1,130,033	16.8%	\$ 965,623	-14.5%	\$ 957,239	-0.9%	\$ 992,410	3.7%		-100.0%
APR	\$ 737,773	6.8%	\$ 120,155	-83.7%	\$ 953,833	693.8%	\$ 1,202,511	26.1%	\$ 995,855	-17.2%	\$ 961,859	-3.4%	\$ 1,018,420	5.9%		-100.0%
MAY	\$ 915,959	14.0%	\$ 311,063	-66.0%	\$ 1,050,833	237.8%	\$ 1,235,754	17.6%	\$ 1,229,384	-0.5%	\$ 1,295,071	5.3%	\$ 1,431,929	10.6%		-100.0%
JUN	\$ 1,210,933	11.9%	\$ 770,499	-36.4%	\$ 1,481,491	92.3%	\$ 1,544,686	4.3%	\$ 1,778,528	15.1%	\$ 1,801,272	1.3%	\$ 1,812,970	0.6%		-100.0%
FYTD	\$ 1,392,621	-1.6%	\$ 1,577,435	13.3%	\$ 1,236,038	-21.8%	\$ 2,103,826	70.2%	\$ 2,171,219	3.2%	\$ 2,307,659	6.3%	\$ 2,128,891	-7.7%	\$ 2,233,446	4.9%
FY End	\$ 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%	\$ 14,377,302	-2.1%	\$ 14,581,147	1.4%	\$ 2,233,446	-84.7%

Indicates Historical High For That Specific Month  
 Months Affected by COVID-19 Pandemic

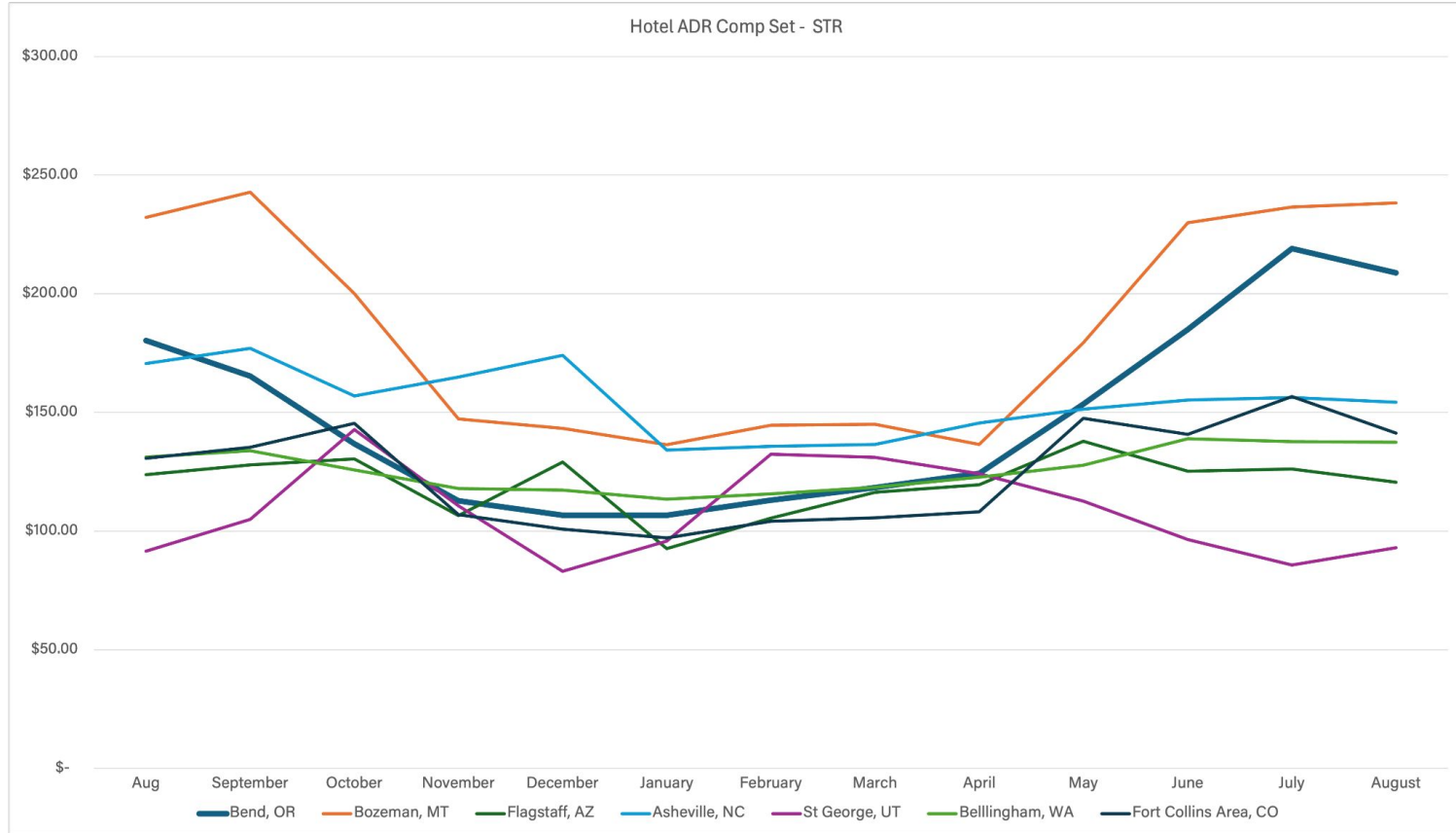


Hotel = \$1,792,232  
Vacation Rental = \$144,392  
B&B = \$7,116  
RV Park = \$71,349  
Airbnb = \$241,878





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**VISIT BEND'S SUMMER BRAND STEWARDSHIP REVIEW**

# **SUMMER MARKETING EFFORTS**

NATE WYETH - SVP, STRATEGY + COMMUNICATIONS - VISIT BEND

# SUMMER PAID MEDIA IMPACT

JUNE 1 – AUG 31, 2025

Economic Impact

**\$11.7M**

Incremental Impact

**10X** MORE LIKELY TO  
VISIT

\$10.6M impact | 36,572 trips

**MIDWEEK IS  
STRONG**

Tuesdays in Aug = peak (100%)  
Mon–Thu nearly match/exceed weekends

**HOTEL  
ATTRIBUTION**

23.6% of trips tied to hotels  
(vs. 15–20% industry benchmark)

# SUMMER EARNED MEDIA COVERAGE



June 26, 2025

**This outdoor paradise in Oregon vibrates with 'go-play-all-day energy'**

Bend ranked #4 Best Town in America (2025) for adventure, culture, and energy.

**Reach:** 1M  
**AVE:** \$943K



July 8, 2025

**New Public Downhill Trails Opening in Bend, OR**

New downhill trails and jump line opening at Wanoga Butte, backed by the Bend Sustainability Fund.

**Reach:** 181K



August 16, 2025

**In Bend, Oregon, Outdoor Adventure Belongs to Everyone**

Bend highlighted as an inclusive outdoor destination with adaptive access.

**Reach:** 3.12M  
**AVE:** \$29K

# VIDEO CONTENT HIGHLIGHT

WHEEL LOVE: MEET THE PEOPLE WHO MAKE BEND MOUNTAIN BIKING GREAT



**FORWARD-LOOKING TIMELINE OF MAJOR GRANT PROGRAM MILESTONES**

# **DESTINATION STEWARDSHIP**

ZAVIER BORJA - DESTINATION STEWARDSHIP DIRECTOR - VISIT BEND

# BSF GRANT PROGRAM TIMELINE

- **NOVEMBER 10 - JANUARY 16:** BSF Application window open
- **JANUARY 19-21:** VB Staff review of applications for eligibility
- **JANUARY 21 - FEB 6:** AC review of applications in WizeHive
- **FEBRUARY 10,11,12,13 (one of these dates):** AC + Land Manager Liaisons meetings to discuss + review applications, determine funding recommendations
- **FEBRUARY 17:** Present recommendations to Board via Roundtable
- **MARCH 17:** Board Approval
- **MARCH 17 + 18:** Grant agreements, emails, and social media - all go out

# BCTF GRANT PROGRAM TIMELINE

- **FEBRUARY 2 - March 11:** BCTF application window open
- **March 11 - March 13:** VB Staff review of applications for eligibility
- **March 16 - April 1:** Commission review of applications in ZoomGrants
- **April 2 - 8 (one of these dates):** Commission meetings to discuss + review applications, determine funding recommendations
- **April 21:** Present recommendations to Board via roundtable
- **MAY 19:** Board approval
- **MAY 19 + 20:** Award + denial emails, press release, and social media - all go out

**UPDATES ON THE CITY OF BEND'S ECONOMIC DEVELOPMENT STRATEGIC PLAN**

**INVEST BEND**

JONATHAN TAYLOR - CITY OF BEND  
CYRUS MOONEY - CITY OF BEND  
KATY BROOKS - CITY OF BEND

# BOARD ROUNDTABLE

BRANDON TYLER - VISIT BEND BOARD CHAIR

# PUBLIC ROUNDTABLE

PUBLIC BOARD MEETING ATTENDEES



**THANK YOU**