

**VISIT BEND
750 NW LAVA ROAD, SUITE 160
BEND, OREGON**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
VIA TELECONFERENCE
SEPTEMBER 16, 2025, 9:00 A.M.**

MEMBERS:

Brandon Tyler	Chair
Chloe Manke	Vice Chair
Noelle Fredland	Treasurer
Lauren Burke	Member-at-Large
Diana Spring	Member-at-Large
Courtney Braun	Member-at-Large
Jana Johnson	Member-at-Large
Sam Johnson	Member-at-Large
Amanda Bird-Zimmerman	Member-at-Large

STAFF:

Jeff Knapp	Chief Executive Officer
Justin Keyes-Bundy	Digital Content Manager
Elena Pressprich	Visual Content Manager
Tyler Segel	Vice President, Brand Stewardship
Nate Wyeth	Senior Vice President, Strategy
Zavier Borja	Director, Destination Stewardship
Daniel Elder	Director of Operations
Megan Tacchi	Visitor Center Manager
Kelli Carrow	Marketing Manager

GUESTS:

Katy Brooks	Economic Development Director, City of Bend
Cyrus Mooney	Business Advocate, City Manager's Office
Jonathan Taylor	Urban Renewal Manager, City of Bend
Denna Bybee	Regional Director, Hotel Peppertree
Lori Goshert	Recording Secretary, Minutes Solutions Inc.

REGRETS:

Geoff Hinds	Member-at-Large
-------------	-----------------

1. CALL TO ORDER

There being a quorum present, and adequate and proper notice of the meeting having been given, the meeting was called to order at 9:01 a.m.

2. APPROVAL OF PREVIOUS MEETING MINUTES

On a motion made by Chloe Manke, seconded by Sam Johnson, it was resolved to approve the minutes of the May 20, 2025, Board of Directors meeting, as presented. Motion carried.

3. FINANCIAL REPORT

On a motion made by Noelle Fredland, seconded by Chloe Manke, it was resolved to accept the financial report for the period ending August 31, 2025. Motion carried.

Revenue was \$16,200 less than budget for August, 2025, due to a slight decrease in city funding receipts, offset slightly by heavy retail sales. Year-to-date revenues are \$41,200 better than budget. August, 2025, personnel expenditures were \$4,500 less than budget. Grant programs were \$4,500 less than budget. Sales and marketing expenditures were \$24,400 less than budget. Overhead expenses in August, 2025, were \$7,900 less than budget due to the timing of some expenditures. As of August 31, 2025, there is a net surplus of \$368,000, which is better than budget by \$27,500 due to the savings in expenditures. Year-to-date net surplus is \$73,600 better than budget due to healthy July, 2025, revenues. Cash on hand increased in August, 2025, by approximately \$110,000 due to summer transient room tax (TRT) receipts, with a total cash balance of \$2,621,534. There were no variances of note.

Attendees reviewed the budget versus actual profit and loss activity for the period ending August 31, 2025, and the account summary. There is \$1,382,322 in the operating account, \$1,065,473 in the Bend Sustainability Fund, \$232,379 in the Bend Cultural Tourism Fund, \$511,528 in the rainy-day fund, and \$107,352 in the wind-down fund. A total of \$400,000 was moved from the rainy day and wind-down funds into seven-month certificates of deposit with an interest rate of 4.25%.

4. SUMMER TOURISM INDUSTRY BRIEFING

4.1 Short Term Rental (STR) (Hotel) and AirDNA (Vacation Rental) Lodging Data

The STR demand for August, 2025, was 84,072, which is up by 7.6% year-over-year. The STR average daily rate (ADR) was \$206, which is up by 11.1% year-over-year. The AirDNA demand for August 2025 was 28,254, which is up by 4.2% year-over-year. The AirDNA ADR was \$249, which is up by 21.5% year-over-year.

Nate Wyeth shared the day-by-day STR for August, 2025, and the STR and ADR from August, 2024, to August, 2025, compared to six other cities. Bend is currently performing better than the comparison cities, with the exception of Bozeman, Montana. It was noted that Bend did not experience smoke in July, 2025, and benefited from summer marketing.

4.2 Fiscal Year 2025 Year-End Transient Room Tax (TRT) Collections

Nate Wyeth shared the TRT collections from Fiscal Year 2018/19 to Fiscal Year 2025/26, noting the highlights for historical highs, which included May and June, 2025. The collections by type in August, 2025, were as follows: hotel, \$1,792,232; vacation rental, \$144,392; B&B, \$7,116; RV park, \$71,349; and Airbnb, \$241,878.

5. SUMMER MARKETING EFFORTS

Attendees reviewed the summer paid-media impact from June 1 to August 31, 2025. The economic impact was \$11.7 million. Weekday visits met or exceeded weekend visits, and 23.6% of trips were tied to hotels, versus an industry benchmark of 15% to 20%. Attendees viewed a selection of summer earned-media coverage and a long-form video. A new Communications Manager, Tim Neville, has been hired.

6. DESTINATION STEWARDSHIP

Zavier Borja shared the Bend Sustainability Fund and Bend Cultural Tourism Fund grant program timelines, noting that an assessment of impact will be needed. A new Sales and Marketing Coordinator, Sarah Akbari, has been hired and will start work in October, 2025.

7. INVEST BEND PRESENTATION

Katy Brooks provided an overview of the City Council's economic development goals that underpin the Invest Bend campaign. These include investigating possibilities for urban renewal, deciding how and where to build and which industry sectors to support, making Bend more welcoming for businesses, and sharing Bend's prosperity with citizens, including by addressing the housing disparity. Bend has some disadvantages in that it is far from I-5 and has limited rail access. The local economy has also been affected by the tariffs.

Cyrus Mooney added that he and Jonathan Taylor are completing the campaign's exploratory phase, which includes a focus group of approximately 30 business communities. A business survey of employers and employees will be conducted.

Jonathan Taylor provided a list of upcoming events. He noted that per U-Haul's 2024 growth metros and cities report, Bend is 19th on the list for in-migration. He shared a table comparing household composition in 2019 and 2023, noting that households without children increased by 7%. More people are living alone, meaning that more housing units will be needed. Schools have also seen a decrease in attendance. Per data from 2023, the top 5% of households earn 24% of total aggregate income, and Bend's income inequality has increased more dramatically than that of Oregon or the U.S. He shared data comparing the average income and housing costs.

Bend has a trade deficit, but this is not unique. Between 2022 and 2023, there was a 31% increase in businesses continuing into the next year. Bend has greater business ownership diversification among race and sex than Oregon and Portland. Total consumer spending has dropped, and this is a troubling trend. Per the 2023 data, nearly 25% of individuals worked from home and 52% of workers commuted. One key goal of Invest Bend is to make it more affordable for people who work in Bend to also live there.

There are unemployment issues in Bend for many reasons. Nike and Intel have laid off workers. Many employees are seasonal. Some businesses have been affected by immigration issues, tariffs, and inflation. AI is becoming more prevalent. The unemployment rate may increase. It was noted that efforts of Senator Broadman and other local elected officials may mitigate this.

8. CITY OF BEND TOURISM RESERVE FUND PROJECTS

This item was not discussed.

9. BOARD ROUNDTABLE

Several Board members expressed appreciation for the Visit Bend team and city officials. Appreciation was expressed for the Bend Sustainability Fund tours organized by Xavier Borja and the summer concerts.

10. COMMUNITY ROUNDTABLE

There were no community comments.

11. **NEXT MEETING**

The date of the next meeting is November 18, 2025.

12. **ADJOURNMENT**

The meeting was adjourned at 10:21 a.m.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Director

Director

Date

Date