



Visit Bend
YOUR ADVENTURE BEGINS
AT VISITBEND.COM

AGENDA

Board Meeting

January 17, 2017 – 8:00 a.m. at the Bend Visitor Center - 750 NW Lava Road, Bend, OR, 97701

- I. Approve meeting minutes
 - a. November minutes
- II. Financial Report (5 Minutes)
 - a. Scott Greenstone will brief the Board on FY 17 YTD finances.
- III. New Board Member (5 Minutes)
 - a. Visit Bend Board of Directors to vote on approval of new board member.
- IV. Tourism Industry Briefing (10 Minutes)
 - a. Kevney will brief the Board on tourism industry news.
 - b. TRT flexibility discussions.
- V. Marketing Update (10 Minutes)
 - a. Nate Wyeth will brief the board on Visit Bend marketing activities.
- VI. Public Relations and Social Media update (5 Minutes)
 - a. Tawna Fenske will brief the Board on recent PR and social media efforts.
- VII. Group Sales Update (5 Minutes)
 - a. Hank Therien will brief the Board on group sales activity.
- VIII. Board Roundtable (10 Minutes)
- IX. Public Comment (10 Minutes)

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Visit Bend
Budget-to-Actual P&L Analysis
For the period ended December 31, 2016

	Current Month				Year-to-Date			
	Actual	Budget	Variance	Var. %	Actual	Budget	Variance	Var. %
Revenue								
City Funding - Current Year	154,928	134,581	20,347	15.1%	1,501,960	1,462,436	39,524	2.7%
City Funding - Prior Years	-	-	-	0.0%	416,000	416,000	-	0.0%
Retail Sales	35,410	38,142	(2,732)	(7.2%)	106,644	116,965	(10,321)	(8.8%)
Advertising	4,550	4,587	(37)	(0.8%)	54,589	46,323	8,266	17.8%
Event Revenue	-	-	-	100.0%	3,471	-	3,471	100.0%
Other Revenue	-	2,000	(2,000)	(100.0%)	7,376	12,000	(4,624)	(38.5%)
Total	194,889	179,310	15,579	8.7%	2,090,040	2,053,724	36,316	1.8%
Personnel Expenses								
Base Pay	36,084	37,663	(1,580)	(4.2%)	219,544	225,762	(6,218)	(2.8%)
Overtime	-	60	(60)	(100.0%)	372	360	12	3.3%
Incentive Pay	6,280	5,100	1,180	23.1%	6,480	5,100	1,380	27.1%
Payroll Taxes	3,573	3,100	473	15.3%	18,331	16,740	1,590	9.5%
Employee Benefits	8,091	5,642	2,449	43.4%	33,608	33,850	(241)	(0.7%)
Total	54,028	51,565	2,463	4.8%	278,335	281,812	(3,477)	(1.2%)
Sales & Marketing Expenses								
Cultural Tourism Fund	12,270	10,744	1,526	14.2%	147,747	137,046	10,701	7.8%
Visitor Development Fund	20,159	15,000	5,159	34.4%	140,188	73,000	67,188	92.0%
Online Mktg	16,595	39,683	(23,088)	(58.2%)	76,523	148,317	(71,793)	(48.4%)
Photo	800	1,600	(800)	(50.0%)	9,700	8,850	850	9.6%
Print	22,424	40,250	(17,826)	(44.3%)	112,969	148,250	(35,281)	(23.8%)
Production	16,110	7,500	8,610	114.8%	54,537	73,250	(18,713)	(25.5%)
Radio	47,176	46,000	1,176	2.6%	105,880	171,000	(65,120)	(38.1%)
Trade Shows	-	400	(400)	(100.0%)	-	1,379	(1,379)	(100.0%)
TV	31,998	69,000	(37,002)	(53.6%)	114,281	252,000	(137,719)	(54.7%)
Collateral	1,580	7,000	(5,420)	(77.4%)	38,475	42,000	(3,525)	(8.4%)
Postage	1,762	3,500	(1,738)	(49.7%)	11,648	21,000	(9,352)	(44.5%)
Public Relations	-	12,500	(12,500)	(100.0%)	2,276	14,250	(11,974)	(84.0%)
Promotions	3,000	10,500	(7,500)	(71.4%)	83,344	69,000	14,344	20.8%
Research	-	1,500	(1,500)	(100.0%)	21,520	32,700	(11,180)	(34.2%)
Web. Dev.	487	6,000	(5,513)	(91.9%)	2,988	11,350	(8,362)	(73.7%)
Travel & Meals	3,498	1,900	1,598	84.1%	9,308	13,200	(3,892)	(29.5%)
Retail Purchasing	15,694	22,676	(6,982)	(30.8%)	60,946	74,901	(13,955)	(18.6%)
Total	202,551	305,753	(103,201)	(33.8%)	1,026,900	1,311,492	(284,592)	(21.7%)
Overhead Expenses								
Building Lease	4,350	4,446	(96)	(2.2%)	27,711	26,521	1,190	4.5%
Building Maintenance	858	825	33	4.1%	5,417	4,950	467	9.4%
Equipment Lease & Maint.	354	385	(31)	(7.9%)	2,636	2,310	326	14.1%
Professional Fees	9,588	3,750	5,838	155.7%	32,456	28,500	3,956	13.9%
Office Supplies	34	1,300	(1,266)	(97.4%)	6,058	7,800	(1,742)	(22.3%)
Utilities	2,125	1,042	1,083	104.0%	8,109	6,250	1,859	29.7%
Bank Fees	-	417	(417)	(100.0%)	2,409	2,500	(91)	(3.7%)
Dues & Subscriptions	1,283	2,475	(1,192)	(48.2%)	10,113	11,450	(1,337)	(11.7%)
Insurance	459	575	(116)	(20.2%)	2,754	3,450	(696)	(20.2%)
Licenses & Permits	480	183	297	161.8%	960	1,100	(140)	(12.7%)
Education & Training	-	100	(100)	(100.0%)	1,997	850	1,147	134.9%
Network & Telco	657	1,000	(343)	(34.3%)	4,305	6,000	(1,695)	(28.2%)
Non-Capital IT	-	-	-	0.0%	-	-	-	0.0%
Depreciation & Amort.	800	800	-	0.0%	4,800	4,800	-	0.0%
Interest Expense	(5)	(17)	11	(67.5%)	(28)	(100)	72	(72.4%)
Total	20,994	17,281	3,713	21.5%	109,796	106,381	3,415	3.2%
Total Expenses	277,574	374,598	(97,025)	(25.9%)	1,415,031	1,699,685	(284,654)	(16.7%)
Surplus (Deficit)	(82,685)	(195,288)	112,603	(57.7%)	675,009	354,039	320,970	90.7%
Surplus (Deficit) %	(42.4%)	(108.9%)	66.5%		32.3%	17.2%	15.1%	

**Visit Bend
Financial Performance Analysis**
For the period ended December 31, 2016

1) Operating Analysis

<p>City Funding Revenue - IMPORTANT ACCOUNTING NOTE ABOUT CHANGE FOR FY 2017</p>	<p>Due to a change in City Funding methodology and timing, July 16 City Funding Revenue was \$0 on both a budgeted and actual basis. The City Funding payment received from the City in July was recognized as FY 2016 (Jun16) revenue, as per the normal methodology. There was no City Funding payment received in Aug16. The first check received in FY 2017 was in Sept16 which was recognized as Aug16 revenue. Therefore, there will only be 11 months of City Funding Revenue in FY 2017 as a result of the City shifting the timing back one month.</p>
<p>a) Revenue:</p>	<p>Dec16 Revenue was over budget by +\$15.8K (+3.7%) overall. This variance consisted of a City Funding overage of +\$20.3K (+15.1%), a Retail Sales underage of -\$2.7K (-7.2%), an Advertising underage of -\$0.04K (-0.8%), and an Other Revenue underage of -\$2.0K (-100%). Year to Date FY 2017 Revenue was over budget by +\$36.3K (+1.8%) overall. This variance consisted of a City Funding overage of +\$39.5K (+2.7%), a Retail Sales underage of -\$10.3K (-8.8%), an Advertising overage of +\$3.3K (+17.8%), an Event Revenue overage of +\$3.5K (+100%) and an Other Revenue underage of -\$4.6K (-38.5%).</p>
<p>b) Personnel Expenses:</p>	<p>Dec16 Personnel Expenses were over budget by +\$2.5K (+4.8%). Year to Date FY 2017 Personnel Expenses were under budget by -\$9.5K (-1.2%).</p>
<p>c) Sales & Marketing Expenses:</p>	<p>Dec16 Sales & Marketing expenses were under budget by -\$103.2K (-33.8%), primarily due to timing differences between budgeted actual expenses. Year to Date FY 2017 Sales & Marketing expenses were under budget by -\$284.6K (-21.7%), primarily due to timing differences between budgeted and actual expenses.</p>
<p>d) Overhead Expenses:</p>	<p>Dec16 Overhead expenses were over budget by +\$3.7K (+21.5%) overall due to various small variances. Year to Date FY 2017 Overhead expenses were over budget by +\$3.4K (+3.2%) overall, primarily due to various expense categories.</p>
<p>e) Surplus (Deficit):</p>	<p>Dec16 Deficit of -\$82.7K (-42.4%) was under budgeted Deficit of -\$195.3K (-108.9%) by +\$112.6K (-66.5% profitability points) primarily due to under budget Sales & Marketing Expenses. Year to Date FY 2017 Surplus of \$875.0K (32.3%) was over budgeted Surplus of +\$354.0K (+17.2%) by +\$521.0K (-15.1% - profitability points) primarily due to under budget Sales & Marketing expenses.</p>
<p>2) Cash Flow & Balance Sheet Analysis</p>	
<p>a) Cash Flow Summary:</p>	<p>In Dec16, Cash decreased by +\$84.5K to a month-end balance of \$936.5K. Year to Date FY 2017 Cash increased by +\$612.2K to a period-end balance of \$939.5K.</p>
<p>b) Balance Sheet:</p>	<p>The Balance Sheet remained healthy as of Dec16, in terms of both "liquidity" (Current Ratio of 5.7) 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 2017 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.</p>

ROOM TAX COLLECTIONS

DESCHUTES COUNTY - TRT COLLECTION

	FY08/09	CHANGE	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE
JUL	\$ 765,977	4.7%	\$ 625,711	-18.3%	\$ 675,977	8.0%	\$ 762,447	12.8%	\$ 818,812	7.4%	\$ 915,363	11.8%	\$ 1,188,765	29.9%	\$ 1,271,350	6.9%	\$ 1,430,995	12.6%
AUG	\$ 720,864	-7.7%	\$ 672,341	-6.7%	\$ 674,385	0.3%	\$ 640,605	-5.0%	\$ 735,833	14.8%	\$ 906,575	23.2%	\$ 1,115,119	23.0%	\$ 1,169,306	4.9%	\$ 1,216,868	4.1%
SEP	\$ 270,059	-9.5%	\$ 291,042	7.8%	\$ 315,140	8.3%	\$ 313,722	-0.4%	\$ 327,777	4.5%	\$ 403,810	23.2%	\$ 430,477	6.6%	\$ 614,663	42.8%	\$ 574,496	-6.5%
OCT	\$ 155,739	6.3%	\$ 137,059	-12.0%	\$ 110,719	-19.2%	\$ 129,320	16.3%	\$ 126,948	-1.8%	\$ 139,234	9.7%	\$ 175,403	26.0%	\$ 240,295	37.0%	\$ 282,936	17.7%
NOV	\$ 117,513	8.4%	\$ 103,767	-11.7%	\$ 112,113	8.0%	\$ 101,784	-9.2%	\$ 105,795	3.9%	\$ 131,451	24.3%	\$ 195,905	49.0%	\$ 213,017	8.7%	\$ 228,833	7.4%
DEC	\$ 219,848	-18.6%	\$ 188,621	-14.2%	\$ 199,866	6.0%	\$ 221,146	10.6%	\$ 252,250	14.1%	\$ 319,538	26.7%	\$ 360,655	12.9%	\$ 396,621	10.0%		-100.0%
JAN	\$ 145,233	-17.0%	\$ 118,337	-18.5%	\$ 153,670	29.9%	\$ 125,545	-18.3%	\$ 180,588	43.8%	\$ 180,382	-0.1%	\$ 230,003	27.5%	\$ 278,939	21.3%		-100.0%
FEB	\$ 105,982	-32.4%	\$ 121,654	14.8%	\$ 119,788	-1.5%	\$ 143,076	19.4%	\$ 154,062	7.7%	\$ 155,023	0.6%	\$ 189,704	22.4%	\$ 255,899	34.9%		-100.0%
MAR	\$ 131,707	-22.7%	\$ 147,374	11.9%	\$ 148,310	0.6%	\$ 151,221	2.0%	\$ 194,809	28.8%	\$ 224,459	15.2%	\$ 276,134	23.0%	\$ 302,367	9.5%		-100.0%
APR	\$ 84,134	-29.8%	\$ 90,000	7.0%	\$ 105,941	17.7%	\$ 121,015	14.2%	\$ 130,428	7.8%	\$ 181,695	39.3%	\$ 189,582	4.3%	\$ 216,213	14.0%		-100.0%
MAY	\$ 162,566	-13.5%	\$ 143,816	-11.5%	\$ 190,961	32.8%	\$ 202,628	6.1%	\$ 219,254	8.2%	\$ 258,725	18.0%	\$ 292,303	13.0%	\$ 354,123	21.1%		-100.0%
JUN	\$ 319,914	-18.0%	\$ 332,197	3.8%	\$ 345,103	3.9%	\$ 445,126	29.0%	\$ 449,607	1.0%	\$ 462,519	2.9%	\$ 625,431	35.2%	\$ 755,305	20.8%		-100.0%
FYTD	\$ 2,030,152	12.1%	\$ 1,929,920	-9.9%	\$ 1,888,334	3.2%	\$ 1,947,878	3.2%	\$ 2,114,965	8.6%	\$ 2,496,433	18.0%	\$ 3,105,669	24.4%	\$ 3,508,631	13.0%	\$ 3,734,128	6.4%
FY END	\$ 3,199,536	-9.5%	\$ 2,971,919	-7.1%	\$ 3,151,973	6.1%	\$ 3,357,635	6.5%	\$ 3,695,963	10.1%	\$ 4,278,774	15.8%	\$ 5,269,481	23.2%	\$ 6,068,098	15.2%	\$ 3,734,128	-38.5%

CITY OF BEND - TRT COLLECTION

	FY08/09	CHANGE	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE
JUL	\$ 449,316	-10.1%	\$ 433,489	-3.5%	\$ 489,662	13.0%	\$ 544,668	11.2%	\$ 543,438	-0.2%	\$ 586,376	7.9%	\$ 881,867	50.4%	\$ 1,167,521	32.4%	\$ 1,251,334	7.2%
AUG	\$ 436,886	-9.7%	\$ 384,731	-11.9%	\$ 444,130	15.4%	\$ 480,388	8.2%	\$ 534,186	11.2%	\$ 610,702	14.3%	\$ 870,733	42.6%	\$ 1,021,591	17.3%	\$ 1,108,655	8.5%
SEP	\$ 321,460	-7.8%	\$ 284,892	-11.4%	\$ 328,306	15.2%	\$ 377,773	15.1%	\$ 395,722	4.8%	\$ 462,399	16.8%	\$ 565,927	22.4%	\$ 739,451	30.7%	\$ 835,600	13.0%
OCT	\$ 242,479	-1.0%	\$ 224,398	-7.5%	\$ 250,959	11.8%	\$ 229,891	-8.4%	\$ 280,250	21.9%	\$ 345,402	23.2%	\$ 440,768	27.6%	\$ 530,277	20.3%	\$ 625,614	18.0%
NOV	\$ 152,624	-16.5%	\$ 144,153	-5.6%	\$ 152,274	5.6%	\$ 166,215	9.2%	\$ 178,469	7.4%	\$ 215,766	20.9%	\$ 295,095	36.8%	\$ 357,600	21.2%	\$ 436,975	22.2%
DEC	\$ 151,022	-26.9%	\$ 185,489	22.8%	\$ 218,038	17.5%	\$ 205,601	-5.7%	\$ 228,195	11.0%	\$ 288,908	26.6%	\$ 380,893	31.8%	\$ 434,108	14.0%		-100.0%
JAN	\$ 142,493	-16.1%	\$ 143,102	0.4%	\$ 153,692	7.4%	\$ 158,458	3.1%	\$ 183,934	16.1%	\$ 228,564	24.3%	\$ 328,996	43.9%	\$ 399,620	21.5%		-100.0%
FEB	\$ 160,038	-21.6%	\$ 165,234	3.2%	\$ 181,006	9.5%	\$ 191,409	5.7%	\$ 205,050	7.1%	\$ 262,821	28.2%	\$ 377,576	43.7%	\$ 428,240	13.4%		-100.0%
MAR	\$ 167,398	-28.0%	\$ 198,289	18.5%	\$ 207,918	4.9%	\$ 225,231	8.3%	\$ 260,039	15.5%	\$ 356,557	37.1%	\$ 492,377	38.1%	\$ 542,242	10.1%		-100.0%
APR	\$ 179,874	-21.9%	\$ 201,723	12.1%	\$ 215,623	6.9%	\$ 233,926	8.5%	\$ 273,645	17.0%	\$ 329,826	20.5%	\$ 474,418	43.8%	\$ 571,271	20.4%		-100.0%
MAY	\$ 239,638	-16.0%	\$ 256,714	7.1%	\$ 290,647	13.2%	\$ 304,522	4.8%	\$ 358,299	17.7%	\$ 431,931	20.6%	\$ 587,528	36.0%	\$ 614,788	4.6%		-100.0%
JUN	\$ 294,814	-13.0%	\$ 337,885	14.6%	\$ 348,207	3.1%	\$ 405,876	16.6%	\$ 446,842	10.1%	\$ 601,113	34.5%	\$ 794,235	32.1%	\$ 887,415	11.7%		-100.0%
\$ -	\$ 1,602,764	-8.9%	\$ 1,471,663	-8.2%	\$ 1,665,331	13.2%	\$ 1,798,935	8.0%	\$ 1,932,065	7.4%	\$ 2,220,645	14.9%	\$ 3,054,391	37.5%	\$ 3,816,441	24.9%	\$ 4,258,178	11.6%
FY End	\$ 2,938,041	-14.3%	\$ 2,960,098	0.8%	\$ 3,280,461	10.8%	\$ 3,523,958	7.4%	\$ 3,888,070	10.3%	\$ 4,720,365	21.4%	\$ 6,490,413	37.5%	\$ 7,694,125	18.5%	\$ 4,258,178	-44.7%

1% TRT rate increase implemented in June 2014 in City of Bend (9% to 10%)
 4% TRT rate increase implemented in June 2015 in City of Bend (10% to 10.4%)
 1% TRT rate increase implemented for Deschutes County on July 1, 2014 (7% to 8%)



MARKETING UPDATES: JAN 2017

WINTER SEASON ADVERTISING CAMPAIGN WRAP

- We are currently halfway through Visit Bend's winter advertising campaign. This is the largest winter advertising for Visit Bend to date, with just over \$1,500,000 spent across all mediums, including TV, radio, print, digital, and social. Campaigns are in full swing in the SEA, PDX, and SFO markets.
 - **Since the campaign launched, over 3,624 TV and radio spots have aired on traditional media channels.**
 - **We've strategically partnered with Pandora as a premium partner for our campaign this year. So far (through December), the campaign has delivered over 11,451,941 Impressions and 14,000 clicks to visitbend.com.**
 - **14 different native pieces have been published across digital and print platforms in all major markets this year, with separate stories focused on Ale Trail, Wintertime Family, and Wintertime Fun.**

NEW CREATIVE

Visit Bend is excited to share two new pieces of video creative with you. The first is a new wintertime TV spot titled "Breathe." The second video is a project we've been working on over the past year, as a new promotional :90 second piece highlighting Bend in all seasons.

WEBSITE – Year over year traffic – past 365 days:

- Traffic to www.visitbend.com was up 6.25% YOY (1,518,111 visits)
- Unique visitors up 7.14% YOY
- Pageviews are also up slightly year over year, totaling just over 3.6 million
- Geo visits to the site continue to match what we see in research conducted. In the past year, Portland traffic has increased 12.44%, Seattle Traffic up 7.74%, Bay Area up 7.60%. We also continue to see steady increases from other markets, showing signs that Bend is a maturing travel destination.

Most Visited Pages Since December 1, 2016

1. Home Page
2. Events Calendar
3. Winter Fun
4. What to Do
5. Bend Ale Trail
6. Mt. Bachelor
7. Sledding
8. Where to Stay
9. Blog Post (What's Up This Year)
10. Winter Hot Deals

BEND ALE TRAIL

- Bend Ale Trail Month Statistics from 2016:
 - Bend Ale Trail Month has just completed. By all accounts, it was wildly successful:
 - Total Completions: 517 (up from 223 in 2015) (132% Increase in completions)
 - Total Spent on Dining: \$47,520 (Up from \$18,340 in 2015) (160% Increase)
 - Total Spent on Shopping: \$18,975 (Up from \$10,225 in 2015) (85% Increase)
 - Total Spent on Lodging: \$51,222 (501 Room Nights @ an ADR of \$101.23) (Up 34% from 2015 of \$38,196)

SOCIAL MEDIA

- **Facebook: Visit Bend** - 176,267 - Engagement and reach continues to outpace Travel Oregon, Travel Portland, and Visit California, among other DMOs. Traffic from Facebook to visitbend.com is up 13.54% year over year, delivering 66,897 visits to visitbend.com.
- **Facebook: Bend Ale Trail** 5,678 likes
- **YouTube Video Views:** 770,090 views.
- **Vimeo Views:** 4,736 views (2,112 of them from visitbend.com embeds)
- **Twitter:**
 - @VisitBendOR 10.6k followers
 - @BendAleTrail 2,422 followers
- **Instagram:** @visitbend 34,331 followers
- Visit Bend continues to utilize other platforms, including Pinterest and Google+ in a strategic manner to focus on SEO performance and increasing blog traffic.

####



Public Relations Updates: January 17, 2017

Press coverage from recent months

- *Harper's Bazaar* included Bend in their roundup of 14 of the nation's coziest mountain towns to visit this winter: <http://bit.ly/2joJgl3>
- VacationIdea.com rounded up the 25 best things to do in Oregon, and the list featured several Central Oregon items including the Oregon Observatory, Wanderlust Tours, and the High Desert Museum.
- *The Statesman Journal* in Salem featured Hosmer Lake in their "Best Outdoor Adventures of 2016" spotlight.
- *Outdoors NW* did a piece on Nordic skiing in Bend: <http://bit.ly/2jcDvsT>
- Realtor magazine listed Bend among their "10 surprising cities for foodies"
- *Transworld Snow* included Bend in their roundup of 5 resorts with the most snow.
- *Traveler* magazine included Bend in a piece on 6 of North America's best ski trips: <http://bit.ly/2jBwlvq>
- *Forbes* magazine did a piece on how the outdoor industry is creating a huge boom in Bend: <http://bit.ly/2ipzf8E>
- In December, we hosted beer journalist Kristin Pope, who did a piece in *Beer Advocacy* magazine about the Hopservatory at Worthy Brewing and another piece in *Roots Rated* about the 10 best things to do in Bend's outdoors.

Upcoming coverage and other PR initiatives

- We hosted freelancer John Nelson in December. He was on assignment for the *Spokesman-Review* (Spokane) writing a piece about skiing at Mt. Bachelor. He's also writing Bend articles for SeniorsSkiing.com and SkiZer.org
- Last week we partnered with COVA and Mt. Bachelor to host a FAM tour of journalists from publications like *Snowboard magazine*, *Powder*, *Transworld Snow*, and more. It turned out to be an awesome collaboration, and we're looking forward to doing more in the future.

(over)

Facebook highlights

Snow pictures have dominated our feed lately, and have been very popular with our fans.

- We've seen a lot of interest in time-lapse, slow-mo, and other video content. This post showing Steelhead Falls in the snow quickly became one of our highest-performing posts of all times.
- Since Facebook began allowing 360-degree photos a year ago, Nate has shot several of them for us. This post from last week (showing a 360-degree view of snowy Drake Park) racked up a ton of comments, likes, and shares.
- Prompting people to engage with our content by liking, sharing, or commenting is one of our biggest goals on Facebook. It's how we maximize our reach. Doing giveaways or posing a question that invites people to respond is one strategy we employ, and it worked beautifully in this post where we asked people to guess which mountain it was.
- The program Nate developed last year where we have a handful of photographers on retainer continues to work splendidly and provide us with top-notch images. Here's one from Adam McKibben.
- Humor and a folksy, approachable tone is another cornerstone of our Facebook strategy. We want our posts to be relatable and to read like something a buddy might share. Here's an image from a Bend-based travel writer (and college pal of Tawna's) about his failure to clear the back deck before the snowstorm. The comment trail was a delightful hodge-podge of locals sharing their own deck photos and out-of-towners wishing they were here or commiserating with the husband in the doghouse.



Visit Bend Sales Update – 1.17.2017

Key Updates

1. USATF XC Nationals – February 2017 – 600 plus Athletes
 - a. Community 4K & Deschutes 4x1K registration open
2. USA Triathlon – Duathlon Nationals June, 17th 2017 – 800 athletes
3. USA Hop Growers Convention – Starting today with 600+ attendees
4. Middle School State Basketball Tournament – First 2 weekends in March. 300+ Teams
5. Future Farmers of America 2017 & 2018 – March/April 2,000 Participants
6. Snowshoe Nationals – March 2017 – 300 Athletes
7. Lava Lanes hosting new events – 3 separate shoulder season events, 400+ bowlers
8. Bend Ale Run registration for 2017 is open – November 2017, 700+ participants
9. Lay it Out Events is ready to launch registration for the 2017 Oregon Senior Games
10. USA Climbing is set to perform a site visit for 2019/2020 Bouldering Nationals
11. Bid submitted to host the 2018 Fly Fishing National Championships
12. Attending NASC immediately after Snowshoe Nationals to find additional shoulder season events to pursue.

Key Groups/Events we are actively pursuing

1. Nike XC Northwest Regionals – 600 athletes, November
2. USA Bouldering Nationals – 1200 athletes, February/March
3. USA Wrestling Northwest Regional – 700 athletes, March/April
4. Oregon Athletic Directors Association Annual Conference – 300 ADs, April 2019
5. International Snow Science Workshop – 900+ attendees, October, 2022
6. USATF XC Events – 1,000 athletes, Fall/Winter
7. NAIA Women's Golf Nationals – May 2017 – 400 Athletes and Family
8. NAIA Wrestling Nationals – March 2017 & 2018 – 300 Athletes
9. American Cribbage Congress Grand Nationals – 600 participants, October 2020
10. USAC Cyclo-Cross Nationals – 1,800 Athletes, January 2019 & 2020
11. USA BMX Fall Grand Nationals – 1,000 Athletes, October 2017
12. Golden Gloves Nationals – May 2017 – 300 boxers/3000 room nights.
13. NW Fish Cultures Annual Conference – December 2018 – 400 Attendees
14. American Tree Farm National Leadership Conference – Fall 2019
15. Biodiversity Without Borders Conference – April 2018