

VISIT  BEND

BEDAB Updates // 2.5.23





FY23 Highlights

People, Place, and Purpose - Visit Bend impacts through the first half of Fiscal Year 2023





Our team cares deeply about this place we live, play, raise families, and call home. We're passionate about caring for the wild places, this community, and sharing them with people from all walks of life.

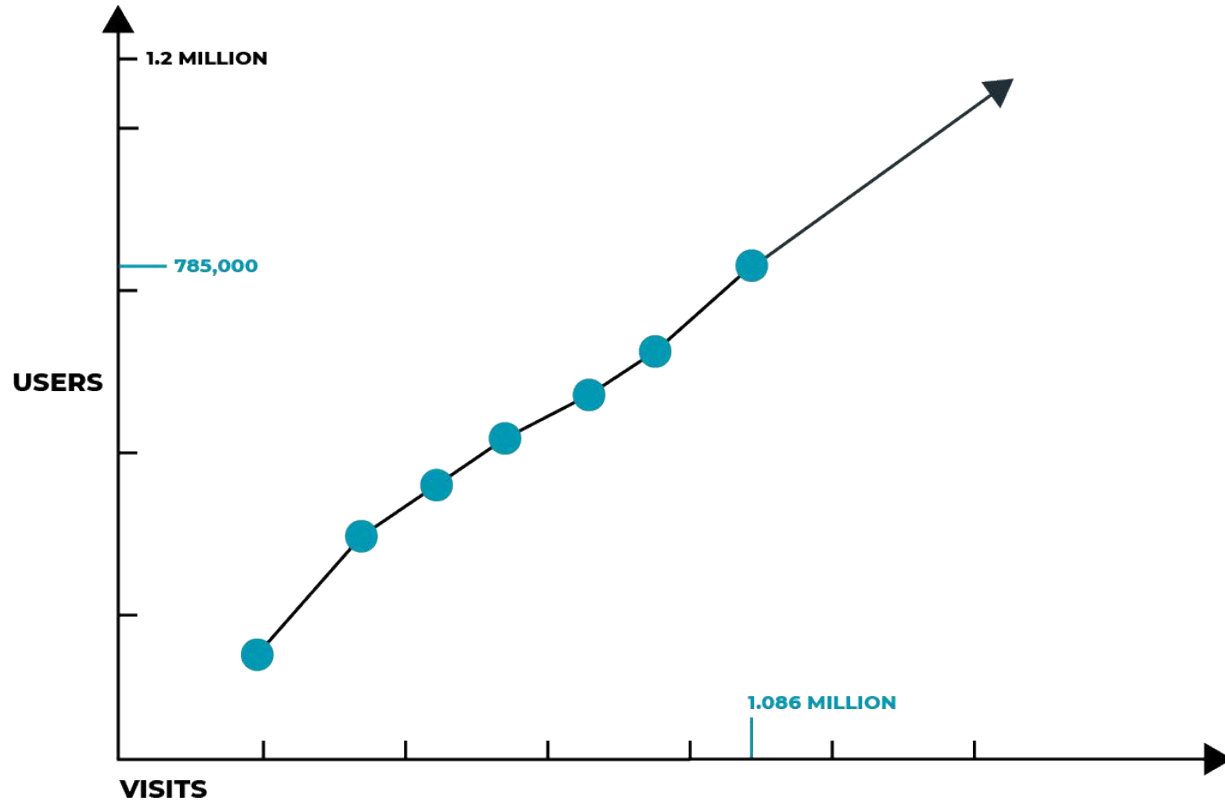
We honor all voices and experiences, regardless of where your travels take you. No matter who you are or where you've roamed, we welcome you.

Visit Bend - Who We Are





Website Traffic to visitbend.com — July 1 - January 31



Top 3 pages:

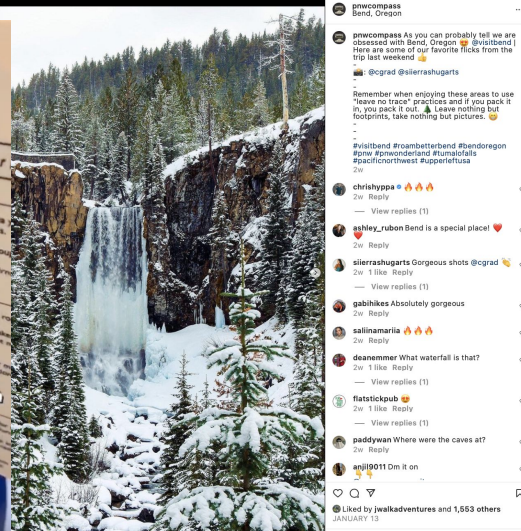
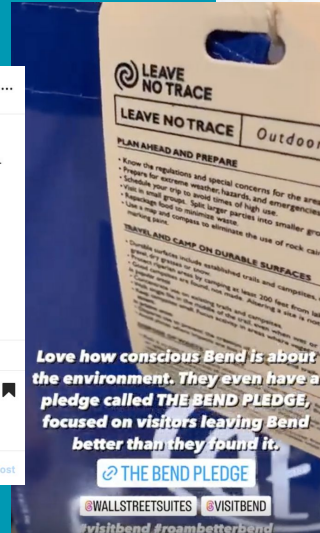
- Event Calendar
- Things To Do
- Homepage



Influencer Partnerships

27 CONFIRMED

18 COMPLETED

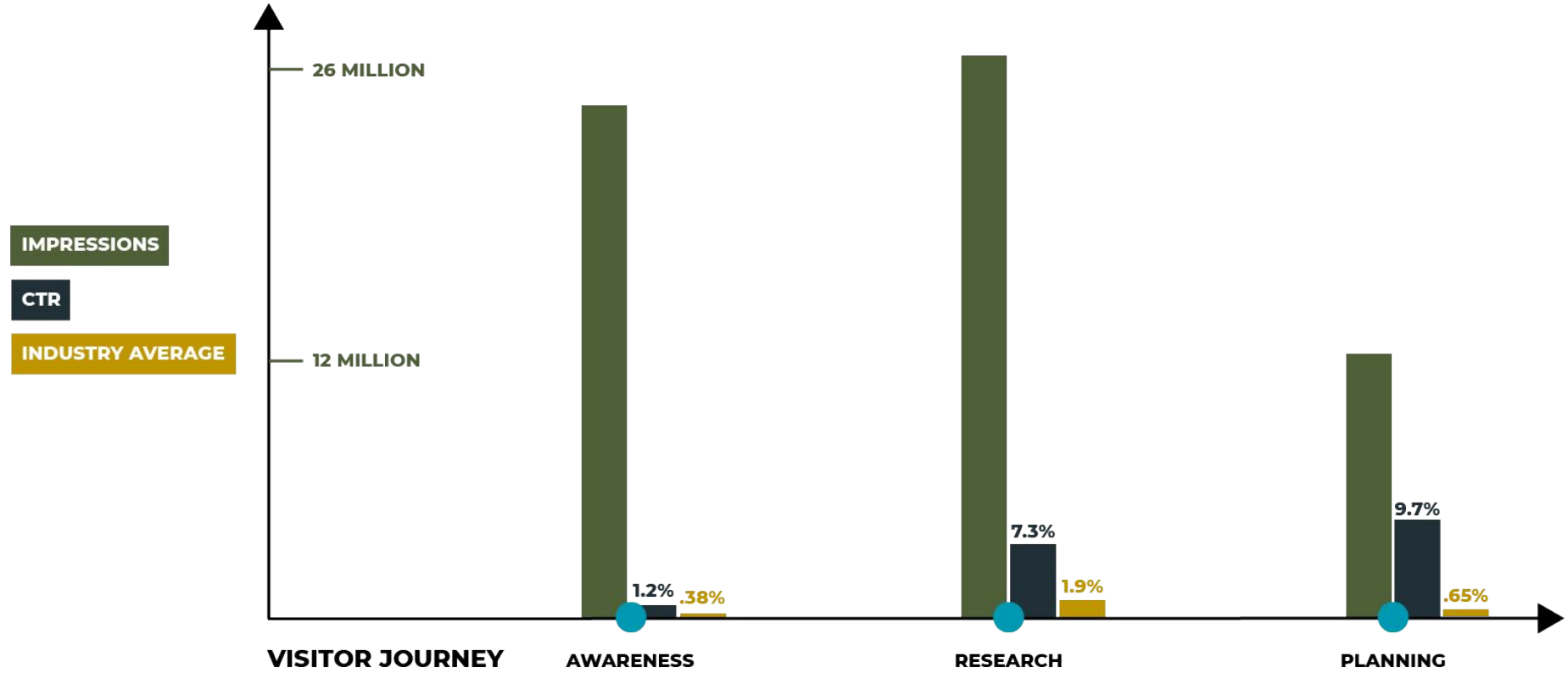


ESTIMATED MEDIA VALUE = \$4,863,926

TOTAL POSTS = 713



Impact Updates - Economic Development





Content Production - Marketing



Bend BMX - Bend BMX Improvements

Cascades Theatrical Company - Cascade Community Theatre Restoration

Central Oregon Nordic Club - Dutchman/Swampy Trail Signage Improvements

Central Oregon Trail Alliance - Wanoga Mountain Bike Hub Development

Petrich Properties - Bend Central District Development

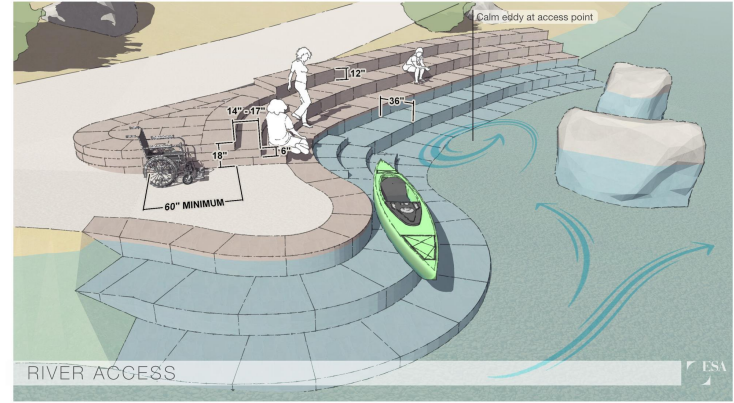
The Museum at Warm Springs - The Museum at Warm Springs Restoration

Upper Deschutes Watershed Council - Riverbend South Access and Restoration

USDA Forest Service - Royal Flush Trail Completion

Warm Springs Community Action Team - Warm Springs Commissary Pavilion Construction

Impact Updates - Sustainability Fund





**CULTURAL TOURISM
FUND**

A Visit Bend Project

Catalyst Grants:

The Fathers Group - Juneteenth

PLAYA - PLAYA Art + Science Symposium

The Greenhouse Cabaret - Little Shop of Horrors

High Desert Music Collective - High Desert Music Festival

Central Oregon Center for the Arts - Arts Discovery Study

Marketing Grants:

Bend Roots Revival - Bend Roots Revival

BendFilm - BendFilm Festival

Central Oregon Media Group - Discover Bend: Play Like a Local

Out Central Oregon - Winter PrideFest

Dirty Freehub - Podcast

High Desert Museum - Living Stories Exhibition

Old Mill District - Late Summer/Fall Concert Campaign

1988 Entertainment LLC - Concerts in Bend Oregon

Bend Yoga Festival LLC - Bend Yoga Festival

Lay it Out Events - Bend Fall Festival

Paula Dreyer - Bend Creative Music Project

Tower Theatre - Stage the Change

Impact Updates - Cultural Tourism Fund





Workforce Wednesday -

Boys and Girls Club Bend

Industry Workforce

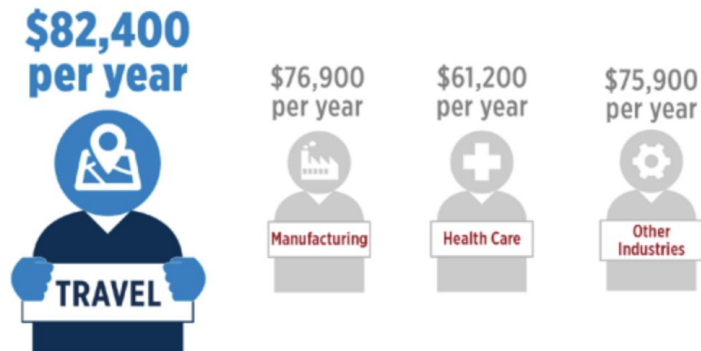
Needs Assessment

Survey launches Feb. 7 and will close Feb. 28.

New Board Appointments

- East Cascade Works
- Oregon Hospitality Foundation

US Travel Association Data

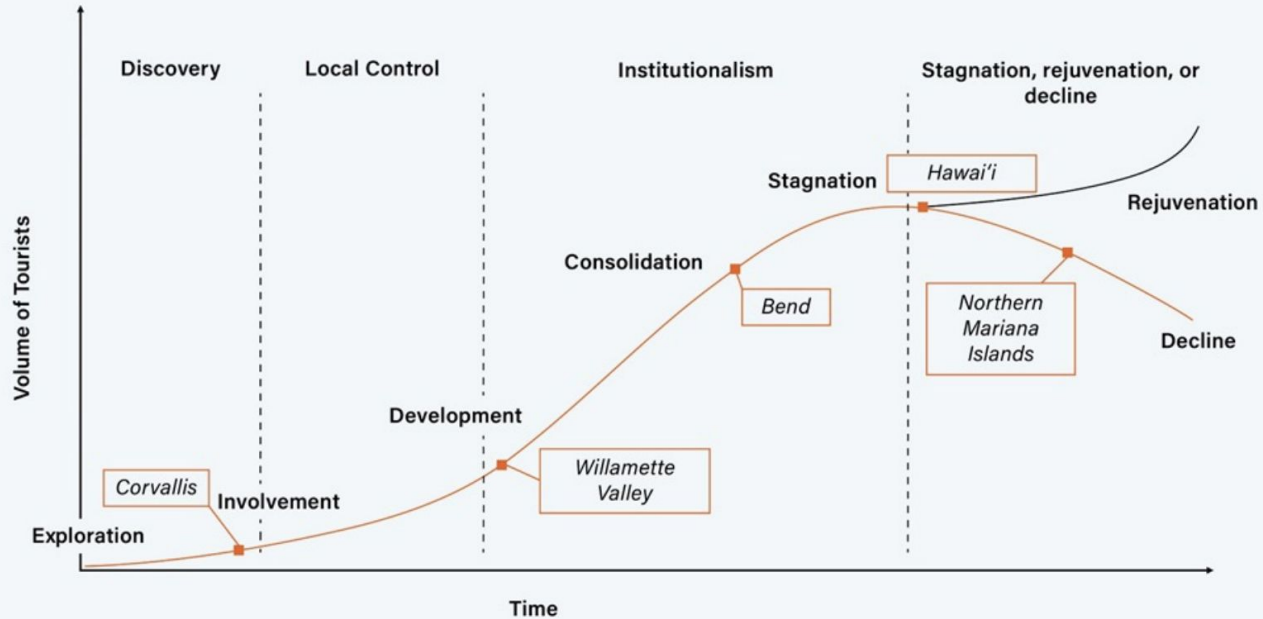


- Top 10 largest employers
- Higher earners long term
- 17% become entrepreneurs





Tourist Area Life Cycle





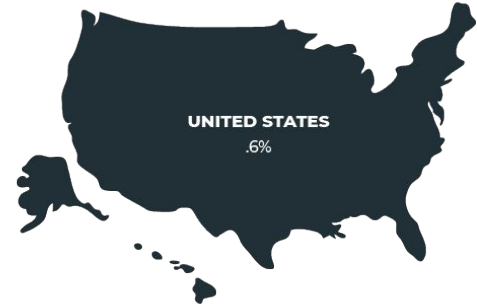
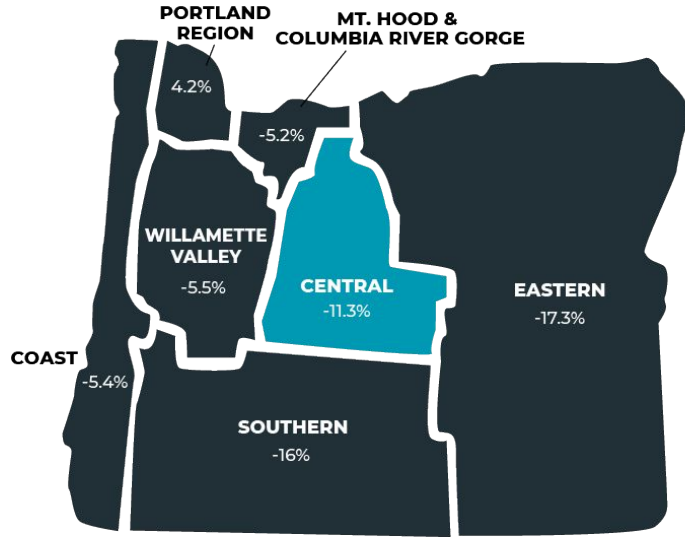
Financial + Industry Updates

Where we were, where we're going





Travel Oregon Occupancy Data for December

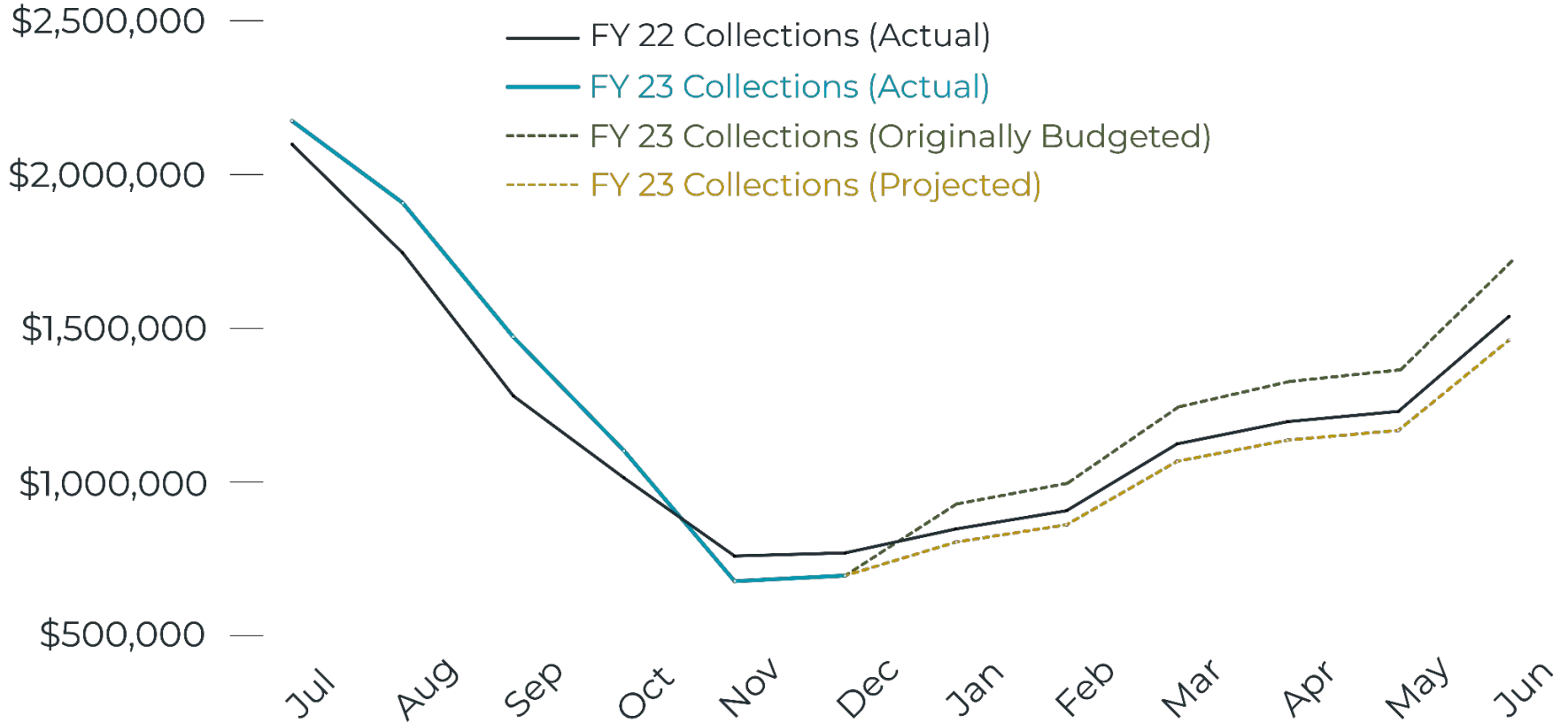


City of Bend -10%





TRT Collections - Actual vs. Projected





Tourism Finances - Budget vs. Actual?

	<u>FY21/22</u>	<u>FY22/23</u>	<u>% Change</u>
JUL	\$2,103,826	\$2,179,953	3.6%
AUG	\$1,750,688	\$1,913,623	9.3%
SEP	\$1,286,021	\$1,477,459	14.9%
OCT	\$1,019,624	\$1,107,830	8.7%
NOV	\$765,636	\$683,653	-10.7%
DEC	\$775,699	\$702,001 *	-9.5% *
JAN	\$853,484	\$810,810	-5.0%
FEB	\$912,789	\$867,150	-5.0%
MAR	\$1,130,033	\$1,073,531	-5.0%
APR	\$1,202,511	\$1,142,385	-5.0%
MAY	\$1,235,754	\$1,173,966	-5.0%
JUN	\$1,544,686	\$1,467,452	-5.0%
FYTD	\$6,925,795	\$7,362,518	
FY End	\$14,580,751	\$14,599,813	

Projected TRT w/ 8% YOY Growth: \$16,101,837

Projected Loss w/ 5% YOY Decrease: - \$1,502,023

Possible Loss w/ 10% YOY Decrease: - \$1,845,986

* preliminary Dec. collections from City of Bend

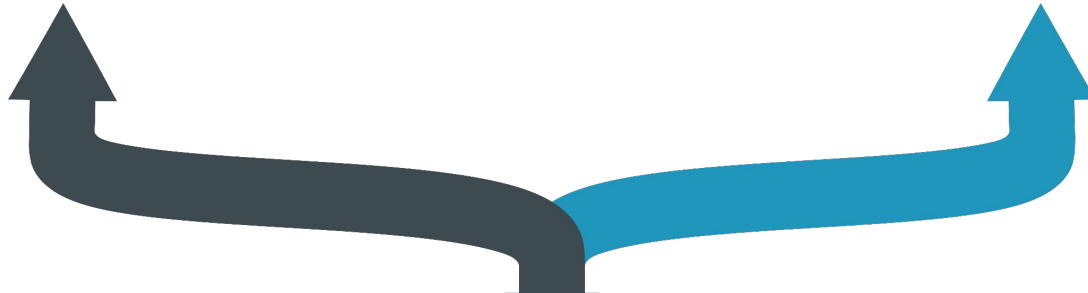


Scenario 1 - TRT Decline

- Scale Marketing Programs
- Reduce Contributions to Grant Programs
 - 10% Bend Cultural Tourism Fund
 - 20% Bend Sustainability Fund
- Possible request of access to Rainy Day Fund

Scenario 2 - TRT Recovers

- Business as usual executing all planned marketing activities and fully funding grant programs
- Rainy Day Fund remains intact for future needs





Misc. Updates

- Board of Directors - Open Seats
- Strategic Partners
- Business plan timeline
- Legislative updates

A person wearing a blue backpack and dark clothing is kneeling on a snow-covered bank, interacting with a black and white dog. They are positioned next to a flowing river. The background features a dense forest of evergreen trees and a mountain range under a cloudy sky. The scene is set in a winter or early spring environment with patches of snow and exposed driftwood.

VISIT  BEND

Thank You!