

BEND

OR

VISIT BEND FY25 BUSINESS PLAN
PRESENTED TO THE CITY OF BEND
[5.16.2024]

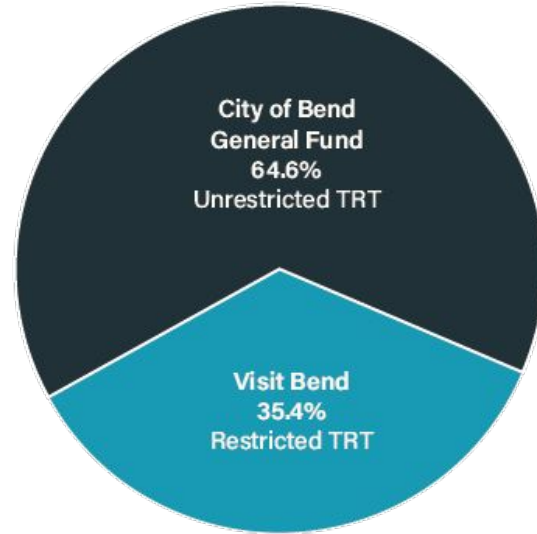
MARKETING STRATEGY AND ACTION ITEMS

VISIT BEND OVERVIEW

High-level overview of how Visit Bend operates within its contract with the City of Bend.

Visitor Room Tax, aka:

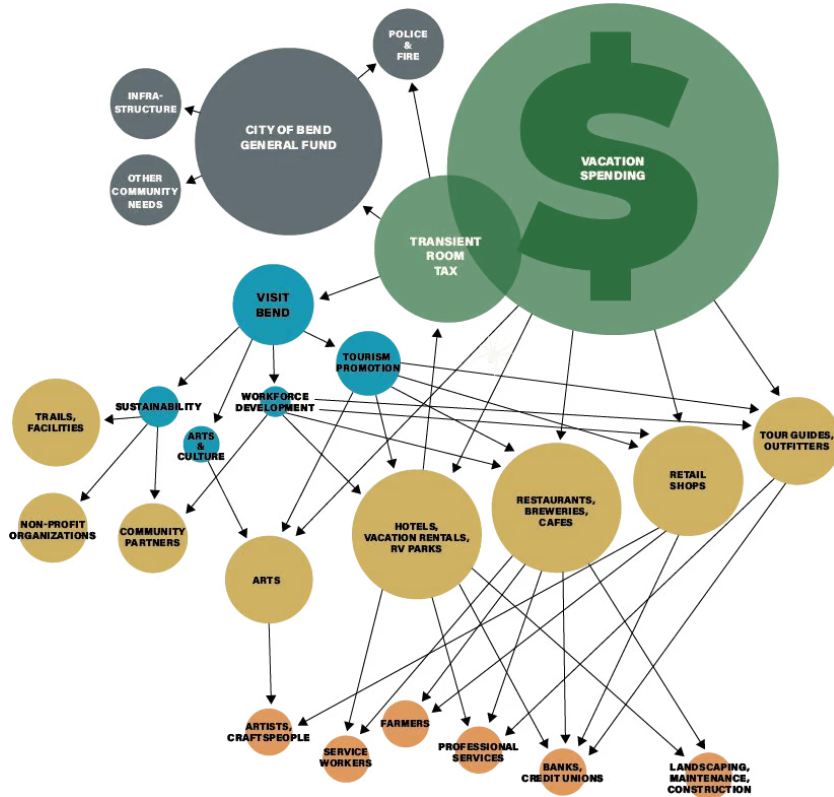
TRT



THE ECONOMIC IMPACT OF TOURISM

In 2023, the travel economy experienced mixed results, employment within the industry experienced a double-digit percentage increase, while spending remained steady and overnight visitation declined compared to the prior year

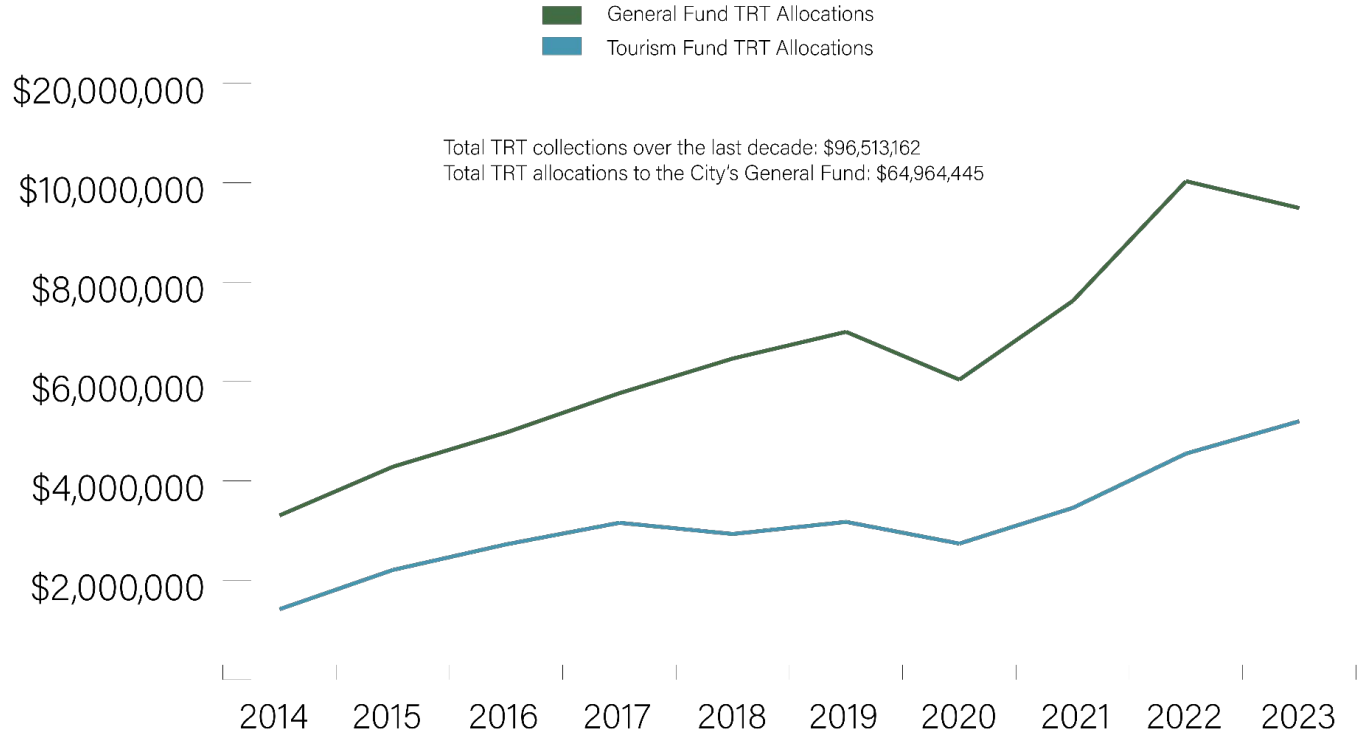
- Travel spending in Bend increased from \$382.2 million in calendar year 2022 to \$383.4 million in 2023.
- Tax receipts generated by travel spending increased to \$25.7 million, up from \$25.4 million in 2022.
- Direct travel-generated employment grew to 3,470 jobs, a 10.5% increase over 2022.
- Direct travel-generated earnings increased to \$117.8 million, a gain of 16.0% compared to 2022.



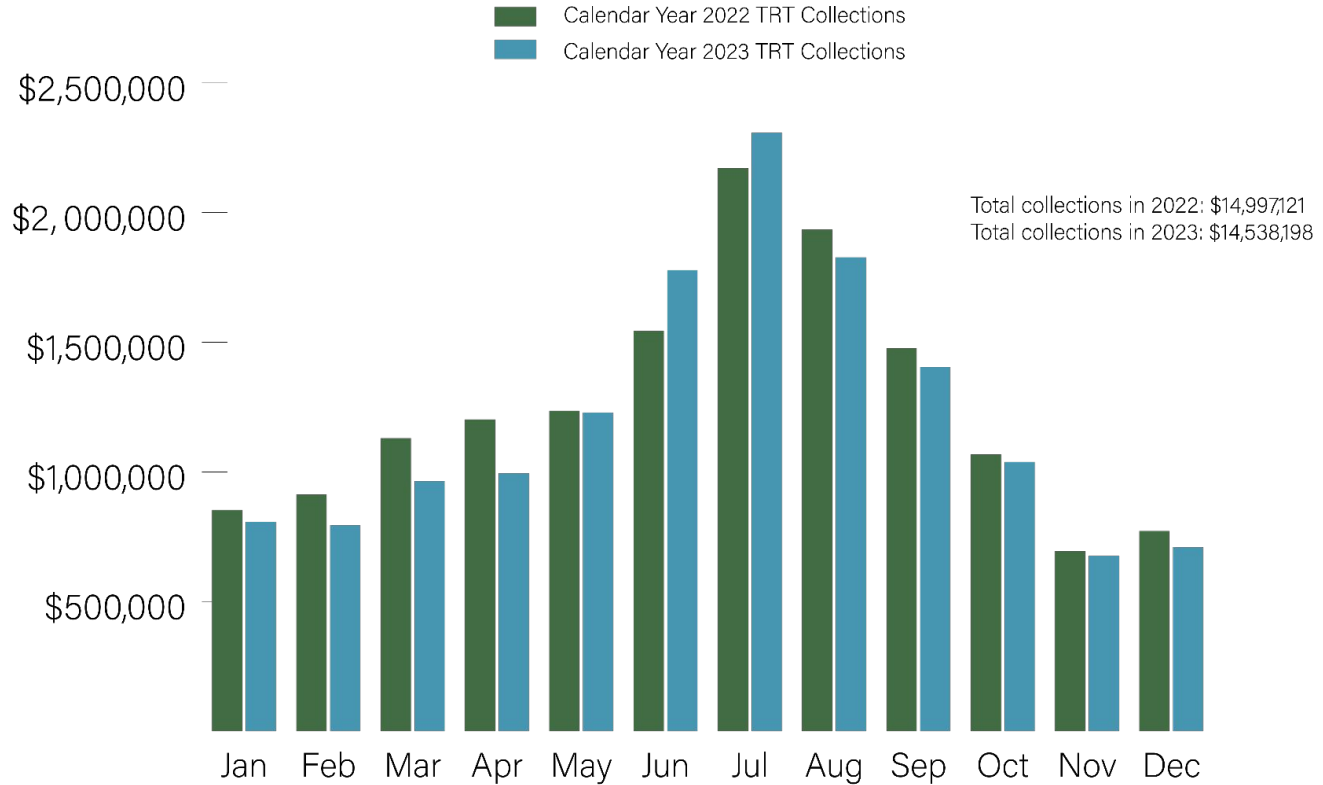
DATA FROM CITY OF BEND, STR, AND AIRDNA

TOURISM INDUSTRY METRICS

TRT Collections: A Decade of Collections



TRT Collections: Calendar Year 2022 v. 2023 by Month



VISIT BEND'S PROPOSED BUDGET

VISIT BEND BUDGET

High-level overview of allocations based on revenue projections, and a breakdown of expenses.

YEAR TO YEAR COMPARISON			VARIANCE	
REVENUE	FY25	FY24	\$	%
City Funding - Current Year	4,981,200	5,111,974	(130,774)	-3%
Retail Sales	78,000	85,200	(7,200)	-8%
Advertising	4,800	10,800	(6,000)	-56%
Interest Income	6,000	8,400	(2,400)	-29%
TOTAL REVENUE	5,070,000	5,216,374	(146,374)	-3%
EXPENSES	FY25	FY24	\$	%
Personnel	1,493,356	1,471,824	21,532	1%
Bend Cultural Tourism Fund	373,500	383,400	(9,900)	-3%
Bend Sustainability Fund	747,200	766,800	(19,600)	-3%
Marketing + Visitor Development	2,045,174	2,291,834	(246,660)	-11%
Overhead Expenses	311,892	302,400	9,492	3%
TOTAL	4,971,122	5,216,258	(245,136)	-5%
NET INCOME (LOSS)	98,878	116	98,762	

	TOTAL \$
REVENUE	
City Funding - Current Year	4,981,200
Retail Sales	78,000
Advertising Sales	4,800
Interest Income	6,000
TOTAL \$ 5,070,000	
PERSONNEL EXPENSES	
Base Pay	1,062,256
Incentive Pay	51,000
Payroll Taxes	87,840
Employee Benefits	292,260
TOTAL \$ 1,493,356	
GRANT PROGRAMS	
Bend Cultural Tourism Fund	373,500
Bend Sustainability Fund	747,200
TOTAL \$ 1,120,700	

SALES & MARKETING EXPENSES	
Audio	40,000
Blog	6,000
Brochure Distribution	35,000
Collateral	60,000
Content	202,000
Digital Marketing	349,500
Marketing Software	34,824
Influencer Marketing	205,000
Photo	42,000
Postage	7,200
Print	73,000
Promotions	34,000
Public Relations	130,000
Social	105,500
Research	265,000
Travel & Meals	7,100
Video	133,050
Visitor Development	210,000
Website Development & Maint	103,200
Retail Purchasing	52,800
TOTAL \$ 2,045,174	

	TOTAL \$
OVERHEAD EXPENSES	
Bank Fees	6,000
Building Lease	75,600
Building Maintenance	15,600
Depreciation & Amortization	18,000
Dues & Subscriptions	10,000
Education & Training	14,400
Equipment Lease & Maint.	4,800
Hiring Expenses	1,000
Insurance	10,800
Interest Expense	7,692
Licenses & Permits	6,000
Network & Telco	27,000
Office Supplies	12,000
Professional Fees	72,000
Travel & Meals	19,000
Utilities	12,000
TOTAL \$ 311,892	

TOTAL EXPENSES
\$ 4,971,122

TOTAL SURPLUS
\$ 98,878

LOOKING FORWARD

FY25 PRIORITIES + GOALS

Finding balance between destination management and destination marketing, for a better future for all of Bend.



ECONOMY

- Elevate and diversify Visit Bend's marketing and content strategy, resulting in increased TRT collections and reinvestment into our community.
- Strengthen Bend's tourism sentiment ratings.
- Maximize partnerships, research, and strategic investments to enhance Bend's economic and social impact.

PEOPLE

- Promote equity and accessibility in Bend's tourism ecosystem.
- Enhance resident sentiment and engagement.
- Strengthen our relationships with local organizations, community groups, and residents to strive for a long-term welcoming and equitable Bend.

PLACE

- Enhance environmental resilience and sustainability.
- Promote engagement in outdoor recreation, education, conservation efforts to all who spend time in Bend.
- Boost guest satisfaction through thoughtful destination management.

THANK YOU

